

United States
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of
The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): February 8, 2011

UNION FIRST MARKET BANKSHARES CORPORATION

(Exact name of registrant as specified in its charter)

Virginia
(State or other jurisdiction
of incorporation)

0-20293
(Commission
File Number)

54-1598552
(I.R.S. Employer
Identification No.)

111 Virginia Street
Suite 200
Richmond, Virginia 23219
(Address of principal executive offices, including Zip Code)

Registrant's telephone number, including area code: (804) 633-5031

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13c-4(c) under the Exchange Act (17 CFR 240.13c-4(c))

Item 8.01 Other Events

On February 8, 2011, Union First Market Bankshares Corporation (NASDAQ: UBSH) announced that its subsidiary Union First Market Bank will add in-store bank branches to seven MARTIN'S® Food Markets stores in Virginia. Union First Market Bank currently operates in-store bank branches in 22 MARTIN'S Food Markets.

Item 9.01 Financial Statements and Exhibits.

(d) *Exhibits.*

99.1 Union First Market Bankshares Corporation press release dated February 8, 2011.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registration has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

UNION FIRST MARKET BANKSHARES CORPORATION

Dated: February 11, 2011

By: /s/ D. Anthony Peay

D. Anthony Peay

Executive Vice President and Chief Financial Officer



**Union First Market Bank and MARTIN'S Food Markets Announce
Additional In-Store Bank Branch Locations**

Richmond, Va., February 8, 2011 – Union First Market Bank and MARTIN'S® Food Markets today announced that Union First Market Bank will add in-store bank branches to seven MARTIN'S stores in Virginia. Union First Market Bank currently operates in-store bank branches in 22 MARTIN'S Food Markets.

“Being able to offer our customers a convenient place to bank is important,” said G. William Beale, chief executive officer of Union First Market Bankshares. “Our partnership with MARTIN'S began in March 2010 after they acquired the Ukrop's Super Markets and we are pleased to expand our relationship with them. Union recently announced a branch acquisition in Harrisonburg and now we are adding seven new banking locations in the western part of Virginia to our network. By this summer, we expect to have nearly 100 branches throughout Virginia, more than any other Virginia-based bank and another milestone as we work towards building the next great Virginia bank.”

“MARTIN'S is excited to expand our partnership with Union First Market Bank outside of the Richmond marketplace,” said Rick Herring, president, GIANT/MARTIN'S. “We strive to provide our customers with a variety of solutions to meet their everyday shopping needs. An in-store bank branch gives our customers the added convenience of conducting their banking and grocery needs all under one roof.”

The two companies recently worked together to support the Central Virginia Food Bank's “Share a Holiday Meal” program and expect to provide similar partnerships in the new service area. After the branches open, Union First Market Bank will operate branches in 29 MARTIN'S Food Market's Virginia locations.

The in-store bank branches will be located at the following MARTIN'S locations and are expected to open in May:

Store Address

400 Gateway Drive	Winchester	VA	22603
437 Tiffany Drive	Waynesboro	VA	22980
240 Elizabeth Drive	Stephens City	VA	22655
200 Rivendell Court	Winchester	VA	22603
2035 East Market Street	Harrisonburg	VA	22801
1015 Richmond Road	Staunton	VA	24401
15371 Montanus Drive	Culpeper	VA	22701

About GIANT/MARTIN'S

Headquartered in Carlisle, Pennsylvania, GIANT/MARTIN'S is a leading retail grocer in Pennsylvania, Maryland, Virginia and West Virginia, operating under the names of GIANT Food Stores and MARTIN'S Food Markets and employing nearly 30,000 associates. Founded in 1923, GIANT and MARTIN'S have a long-standing commitment to eradicate hunger and improve the quality of life for children in addition to working with hundreds of local organizations annually. GIANT/MARTIN'S was awarded the 2010 Golden Grocer Award by the U.S. Department of Agriculture for its leadership in the fight against hunger. GIANT and MARTIN'S are Ahold companies. For more information visit www.GiantFoodStores.com and www.MartinsFoods.com.

About Union First Market Bankshares Corporation

Union First Market Bankshares Corporation (NASDAQ: UBSH) is one of the largest community banking organizations based in Virginia and provides full service banking to the Northern, Central, Rappahannock, Tidewater, and Northern Neck regions of Virginia through its bank subsidiary, Union First Market Bank. Union First Market Bank operates 90 locations in the counties of Albemarle, Caroline, Chesterfield, Essex, Fairfax, Fauquier, Fluvanna, Hanover, Henrico, James City, King George, King William, Lancaster, Loudoun, Nelson, Northumberland, Richmond, Spotsylvania, Stafford, Warren, Washington, Westmoreland, York, and the independent cities of Charlottesville, Colonial Heights, Fredericksburg, Newport News, Richmond, Roanoke, and Williamsburg. Union First Market Bank also operates a loan production office in Staunton. Union Investment Services, Inc. provides full brokerage services; Union Mortgage Group, Inc. provides a full line of mortgage products; and Union Insurance Group, LLC offers various lines of insurance products. Union First Market Bank also owns a non-controlling interest in Johnson Mortgage Company, LLC.

Additional information is available on the Company's website: <http://investors.bankatunion.com>

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