

State Auto Financial CORP
Form 8-K
July 30, 2009

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): July 30, 2009 (July 28, 2009)

STATE AUTO FINANCIAL CORPORATION

(Exact name of registrant as specified in its charter)

Ohio
(State or other jurisdiction
of incorporation)

000-19289
(Commission File Number)

31-1324304
(IRS Employer
Identification No.)

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518 East Broad Street, Columbus, Ohio
(Address of principal executive offices)

43215-3976
(Zip Code)

Registrant's telephone number, including area code: (614) 464-5000

Not Applicable

(Former name or former address, if changed since last report.)

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 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Section 2. Financial Information

Item 2.02. Results of Operations and Financial Condition.

On July 28, 2009, State Auto Financial Corporation (the **Company**) issued a press release disclosing the Company's results of operations for its three- and six-month periods ended June 30, 2009 (the **Release**). The full text of the Release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The Release included a non-GAAP financial measure, net loss from operations per diluted share. Net (loss) income from operations differs from GAAP net (loss) income only by the exclusion of realized capital gains (losses), net of applicable taxes, on investment activity for the periods being reported. For the three-month periods ended June 30, 2009 and 2008, GAAP net loss was \$0.08 per diluted share and \$0.08 per diluted share, respectively, while net loss from operations was \$0.12 per diluted share and \$0.12 per diluted share for these same respective periods. For the three-month period ended June 30, 2009, realized capital gains (losses), net of applicable taxes, decreased the GAAP net loss per diluted share by \$0.04, and for the three-month period ended June 30, 2008, realized capital gains (losses), net of applicable taxes, decreased the GAAP net loss per diluted share by \$0.04. For the six-month periods ended June 30, 2009 and 2008, GAAP net loss was \$0.44 per diluted share and \$0.40 per diluted share, respectively, while net loss from operations was \$0.31 per diluted share and \$0.41 per diluted share for these same respective periods. For the six-month period ended June 30, 2009, realized capital gains (losses), net of applicable taxes, increased the GAAP net loss per diluted share by \$0.13, and for the six-month period ended June 30, 2008, realized capital gains (losses), net of applicable taxes, decreased the GAAP net loss per diluted share by \$0.01.

Management uses net (loss) income from operations because it believes this calculation better indicates the Company's operating performance than GAAP net (loss) income because net (loss) income from operations excludes the sometimes volatile realized capital gains/losses, net of applicable federal income taxes, that can produce inconsistent results. Net (loss) income from operations provides a more consistent measure on which to predict future earnings of the Company.

Section 7. Regulation FD

Item 7.01. Regulation FD Disclosure.

The Company's management conducted a conference call on July 28, 2009, at approximately 10:00 a.m., EDT, to review the Company's financial results for its three- and six-month periods ended June 30, 2009, and to respond to questions from interested investors and financial analysts. A transcript of the conference call is furnished as Exhibit 99.2 to this Current Report on Form 8-K.

Section 9. Financial Statements and Exhibits

Item 9.01. Financial Statements and Exhibits.

(c) Exhibits.

Exhibit No.	Description
99.1	Press release issued by State Auto Financial Corporation on July 28, 2009, regarding results of operations for its three- and six-month periods ended June 30, 2009.
99.2	Transcript of conference call held by management of State Auto Financial Corporation on July 28, 2009.

SIGNATURES

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

STATE AUTO FINANCIAL CORPORATION

Date: July 30, 2009

By /s/ Steven E. English
Vice President and Chief Financial Officer

EXHIBIT INDEX

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