

# Everybody in the pool.



THE FEDERAL REGULATORY OVERHAUL SHOULD INCLUDE  
THE ENTIRE FINANCIAL INDUSTRY.



The time to save America's economic future from drowning is now. **To do it thoroughly and effectively, we need bold federal regulatory reform for the entire financial industry.** As an active member of that industry, Allstate has a few ideas to keep our country afloat:

## 1. COOPERATE

The entire financial system—banks, hedge funds, credit rating agencies, regulators, investment banks, insurance companies and more—is intertwined and interlinked. We must work together to understand the risks and solve the issues. **No one can be left out of the solution, or it won't be a solution.**

## 2. BE TRANSPARENT

Clarity is key. Only when there is transparency around valuing the risk in the financial system—including the

role of insurance to help mitigate that risk—will we regain confidence in the economy. And only when we streamline and simplify financial information will consumers be able to make truly informed choices.

## 3. REINVENT

Congress must design federal regulation for the 21st century. It's time to replace the patchwork of regulation coming from countless state and federal agencies with comprehensive rules to oversee all financial businesses—those that pose systemic risk and those that don't.

**Let's draft strong, clear federal regulation to protect our country from this ever happening again.** With everyone swimming in the same pool, we can be real agents of change. **Go to [allstate.com/fedreg](http://allstate.com/fedreg).**

*America's economic future needs to be better protected.* That's Allstate's Stand.



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