



NEWS RELEASE

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Allstate Launches Beyond February Campaign With Harvard Scholar Dr. Henry Louis Gates, Jr.

The Shortest Month Just Got The Longest Commitment

NORTHBROOK, Ill., November 9, 2007—Allstate Insurance Company announced today that noted Harvard University scholar Dr. Henry Louis Gates, Jr. will join the company in launching Beyond February, a year-round commitment to create, support and sponsor programs that empower African American communities. Dr. Gates will make a personal appearance at Urban Prep Charter Academy, an African American, all-male school in the Englewood community, on November 15, 2007, to donate copies of *Africana: The Encyclopedia of the African and African American Experience*. “Teaching young people the importance of recognizing the brilliance in themselves and their community makes this a unique opportunity,” said Gates.

Other keynote speakers and appearances at the Urban Prep Academy event will include Rufus Williams, president of the Chicago board of education, Chicago artists J. Torae (Grammy award-winning husband and wife duo who have collaborated with rapper and producer Kanye West and R&B singer John Legend) and Anise Wiley-Little, assistant vice president and chief diversity officer for Allstate.

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Beyond February is not Allstate's first program supporting the African American community, but it does mark the first time the company has unified all the African-American initiatives under a single umbrella and committed to year-round, annual programming.

"Whether its sponsorships, partnerships, teaching economic empowerment, acknowledging achievement or celebrating family, Allstate is committed to supporting the African American community 365 days a year," said Anise Wiley-Little, assistant vice president and chief diversity officer for Allstate.

"Urban Prep was designed to help young urban men receive the education and stimulation that they need to succeed in this world," said Tim King, founder and CEO of Urban Prep Academies. "The Beyond February campaign is aligned with our school mission, because we believe through education and development any young man can thrive and succeed."

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The Allstate Corporation (NYSE: ALL) is the nation's largest publicly held personal lines insurer. Widely known through the "You're In Good Hands With Allstate®" slogan, Allstate helps individuals in approximately 17 million households protect what they have today and better prepare for tomorrow through approximately 14,600 exclusive agencies and financial representatives in the U.S. and Canada. Customers can access Allstate products and services such as auto insurance and homeowners insurance through Allstate agencies, or in select states at allstate.com and 1-800 Allstate®. Encompass® and Deerbrook® Insurance brand property and casualty products are sold exclusively through independent agents. The Allstate Financial Group provides life insurance, supplemental accident and health insurance, annuity, banking and retirement products designed for individual, institutional and worksite customers that are distributed through Allstate agencies, independent agencies, financial institutions and broker-dealers.

Urban Prep Charter Academy for Young Men-Englewood Campus is Chicago's first Charter school designed for the specific needs of young men. Urban Prep is a proven school model with an innovative plan for educating boys is available tuition-free. Small class sizes, diverse athletic programs, devoted teachers; positive role models; a focus on reading, writing and public speaking; and a comprehensive approach to education will ensure that every graduate is admitted and succeeds in college.