



NEWS

FOR IMMEDIATE RELEASE

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NYIA Welcomes Allstate

Albany, NY, January 21, 2009 – The New York Insurance Association, Inc. is pleased to formally welcome longtime industry partner, Allstate Insurance Company, as the association's newest primary insurer member. "On behalf of the Board of Directors, officers and members of NYIA, we extend a warm welcome to Allstate Insurance Company," NYIA president Ellen Melchionni said. "Allstate complements our already impressive membership roster. The addition of New York's largest writer of personal lines insurance to our association will enhance NYIA's ability to represent a more unified industry on legislative and regulatory matters. Allstate's significant market share, participation and expertise will only contribute to the overall effectiveness of our organization."

"Allstate has collaborated with the NYIA on legislative and regulatory matters through the years, and looks forward to playing an important and strategic role in the continuing success of their organization," says Brian M. Pozzi, Allstate Regional Counsel for New York. In New York, Allstate Insurance Company is represented by 1,000 agents statewide who offer customers service in auto and homeowner insurance products, as well as financial services.

NYIA is the oldest state property and casualty insurance trade association in the nation, tracing its roots back to 1882. The New York Insurance Association was formed by the unification of the New York Insurance Alliance and the New York State Insurance Association. As the industry changed, stocks, mutuals and cooperatives had far more issues in common than they did differences. It became apparent that New York's property and casualty insurance industry would be best served by a single voice. That voice is NYIA.

About the Allstate Corporation

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 14,900 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.

About NYIA

The New York Insurance Association (NYIA[®]) is a state trade association that has represented the property and casualty insurance industry for over 125 years. For more information on NYIA, visit www.nyia.org.

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