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**Allstate.**  
Widely in good hands.

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## Allstate CEO Establishes Stock Trading Plan

NORTHBROOK, Ill.--(BUSINESS WIRE)--Aug. 5, 2004--The Allstate Corporation announced today that Edward M. Liddy, chairman, president and chief executive officer has adopted a pre-set trading plan in accordance with Rule 10b5-1(c) of the Securities and Exchange Act of 1934. Rule 10b5-1(c) allows corporate insiders to enter into pre-arranged stock trading plans when they are not in possession of material non-public information about their company.

Mr. Liddy's plan will cover transactions in Allstate stock involving the exercise of stock options as they approach expiration or reach specific target prices and the sale of a portion of shares acquired on exercise. The plan will expire at the end of 2005 and is intended to further Mr. Liddy's ongoing asset diversification and estate planning goals while minimizing the market effect of stock sales by spreading the transactions over an extended period of time.

Mr. Liddy, currently the largest single stockholder of the Allstate Board and management team, intends to continue to increase over time his stake in Allstate common stock by retaining a portion of the net shares acquired on exercise after payment of the purchase price and taxes.

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(R)" slogan, Allstate helps individuals in more than 16 million households protect what they have today and better prepare for tomorrow through more than 12,900 exclusive agencies and financial specialists in the U.S. and Canada. Customers can access Allstate products and services through Allstate agencies, or in select states at allstate.com and 1-800 Allstate(R). Encompass(SM) and Deerbrook(R) Insurance brand property and casualty products are sold exclusively through independent agents. Allstate Financial Group provides life insurance, annuity, retirement, banking and investment products through distribution channels that include Allstate agencies, independent agencies, worksite, financial institutions and broker-dealers.

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