

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of
the Securities Exchange Act of 1934 (Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
 Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
 Definitive Proxy Statement
 Definitive Additional Materials
 Soliciting Material Pursuant to §240.14a-12

The Allstate Corporation

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
 Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

***** Exercise Your *Right* to Vote *****
IMPORTANT NOTICE Regarding the Availability of Proxy Materials
for the Stockholder Meeting to be held on May 18, 2010

THE ALLSTATE CORPORATION



Allstate.

You're in good hands.

GO WELLS FARGO SHAREOWNER SERVICES
P.O. BOX 64945
ST. PAUL, MN 55164-0945

Meeting Information

Meeting Type: Annual
For holders as of: March 19, 2010
Date: May 18, 2010 **Time:** 11:00 a.m. Central
Location: The Allstate Corporation
3100 Sanders Road
Northbrook, IL 60062
Meeting Directions: Please go to allstate.com or
call 800-416-8803

You are receiving this communication because you hold shares in the above named company.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

— Before You Vote —

How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:

Notice of 2010 Annual Meeting, Proxy Statement and 2009 Annual Report

How to View Online:

Have the 12-Digit Number available (located on the following page) and visit: www.proxyvote.com

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is **NO** charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) **BY INTERNET:** www.proxyvote.com
- 2) **BY TELEPHONE:** 1-800-579-1639
- 3) **BY E-MAIL*:** sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the 12-Digit Number (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will **NOT** be forwarded to your investment advisor. **Please make the request as instructed above on or before May 4, 2010 to facilitate timely delivery.**

— How To Vote —

Please Choose One of the Following Voting Methods

Vote In Person: Many stockholder meetings have attendance requirements. Please check the meeting materials for any special requirements for meeting attendance. At the meeting you will need to request a ballot to vote these shares.

Vote By Internet: To vote now by Internet, have this document available and go to www.proxyvote.com. Voting instructions must be received by 11:59 p.m. Eastern time on May 17, 2010. For shares held in the Allstate 401(k) Savings Plan, voting instructions must be received no later than 11:59 p.m. Eastern time on May 11, 2010.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card/voting instruction form.

Voting Items

The Board of Directors recommends you vote "FOR" all nominees for Director.

1. Election of Directors

Nominees:

- 1a. F. Duane Ackerman
- 1b. Robert D. Beyer
- 1c. W. James Farrell
- 1d. Jack M. Greenberg
- 1e. Ronald T. LeMay
- 1f. Andrea Redmond
- 1g. H. John Riley, Jr.
- 1h. Joshua I. Smith
- 1i. Judith A. Srieser
- 1j. Mary Alice Taylor
- 1k. Thomas J. Wilson

The Board of Directors recommends you vote "FOR" Item 2.

- 2. Ratification of the appointment of Deloitte & Touche LLP as Allstate's independent registered public accountant for 2010.

The Board of Directors recommends you vote "AGAINST" Items 3, 4, 5, 6, and 7.

- 3. Stockholder proposal seeking the right to call special shareholder meetings.
- 4. Stockholder proposal seeking the right for stockholders to act by written consent.
- 5. Stockholder proposal seeking an advisory resolution to ratify the compensation of the named executive officers.
- 6. Stockholder proposal seeking a review and report on executive compensation.
- 7. Stockholder proposal seeking a report on political contributions and payments to trade associations and other tax exempt organizations.

M19243-P89723

