



COPY

**ATTORNEY GENERAL OF TEXAS
GREG ABBOTT**

September 1, 2005

Allstate Insurance Company, Allstate Fire & Casualty Insurance Company
Allstate County Mutual Insurance Company,
Allstate Indemnity Company, Allstate National Insurance Company,
Allstate Property & Casualty Insurance Company, and Allstate Assurance Company ("Allstate")
c/o C T Corporation System
350 North St. Paul Street
Dallas, Texas 75201

Ms. Jo Betsy Norton
Associate Counsel
Allstate Insurance Company
1005 Congress Avenue, Ste. 825
Austin, TX 78701

Mr. Edward D. Liddy
Chairman/President/CEO
Allstate Insurance Company
3705 Sanders Road
Northbrook, IL 60062-7127

CEASE AND DESIST LETTER

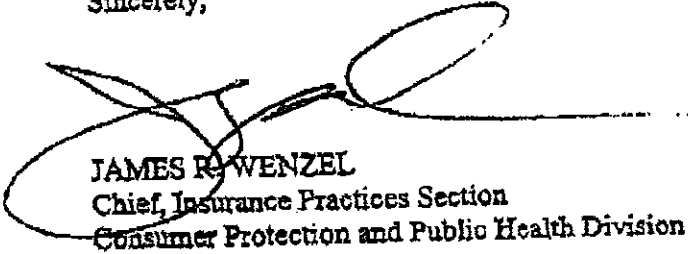
Greetings:

This office requests that Allstate, and all its agents, employees and representatives, immediately cease and desist any further television, print or radio advertisements or solicitations to the Texas public which feature claims that a family lost their home, and their college and retirement savings, because they did not carry adequate automobile liability insurance amounts with an Allstate company, or any similar advertisements with similar claims.

The television ad in question, entitled "Totaled," which has been broadcast on television in Texas, contains false, misleading and deceptive statements and violates the Texas Deceptive Trade Practices-Consumer Protection Act and the Texas Insurance Code.

We appreciate your cooperation in bringing this ad campaign in Texas to an immediate halt, and reserve our right to investigate this matter further and bring appropriate action.

Sincerely,



JAMES R. WENZEL
Chief, Insurance Practices Section
Consumer Protection and Public Health Division

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