

ALLSTATE CORP  
Form DEFA14A  
May 02, 2011

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  X

Filed by a Party other than the Registrant  O

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:

*Commencing May 2, 2011, The Allstate Corporation sent the following communication to certain of its stockholders.*

**REMINDER**  
**YOUR VOTE IS IMPORTANT**  
**PLEASE VOTE YOUR PROXY TODAY**

April 29, 2011

Dear Allstate Stockholder,

We recently mailed to you proxy materials for the Annual Meeting of Stockholders of The Allstate Corporation, which will be held on May 17, 2011. According to our latest records, we have not yet received your vote. Regardless of the number of shares you own, it is important that your voice be represented in our vote results.

**Your vote is very important to us.** As a reminder, the Board recommends that you vote:

- **FOR** the election of all directors
- **FOR** the ratification of auditors
- **FOR** the two amendments to our certificate of incorporation
- **FOR** the advisory vote on executive compensation
- **FOR** the three year option for the future advisory votes on executive compensation
- **AGAINST** the stockholder proposal seeking a stockholder right to act by written consent
- **AGAINST** the stockholder proposal on political contributions, payments to trade associations and other tax exempt organizations

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More information on all of these matters to be voted upon can be found at [www.allstate.com/annualreport](http://www.allstate.com/annualreport).

You can easily vote by signing and returning the enclosed proxy card, via the internet at [www.proxyvote.com](http://www.proxyvote.com), or by telephone toll free at 1-800-690-6903. Please follow the instructions printed on your proxy card. If you have already voted, we thank you for taking the time to have your voice heard.

Sincerely,

Mary J. McGinn  
Secretary

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