



Allstate Names A. Darryl Page Field Vice President

November 17, 1999

BOTHELL, Wash.--(BUSINESS WIRE)--Nov. 17, 1999--Allstate

(NYSE:ALL) has announced that A. Darryl Page has been elected Field Vice President (FVP) of its property and casualty operations in the Northwest region.

The appointment is part of the recently announced nationwide realignment of the Company's property and casualty operations to enhance its efficiency and ability to respond quickly to rapidly changing market conditions.

Page oversees the five-state Northwest region that generates more than \$900 million in annual premium and includes Alaska, Hawaii, Idaho, Oregon and Washington. Allstate's regional office is located in Bothell, Wash., with claim service centers and agent offices conveniently located throughout all five states.

Originally from the West Coast, Page began his career with Allstate in 1981 as an underwriting trainee in Menlo Park, Calif. He quickly worked his way up through the company's ranks in various positions and locations across the U.S. This 18-year veteran of Allstate served as regional vice president in the company's Illinois region just prior to his promotion to FVP and move to the Seattle area.

"Serving our customers is our top priority. This realignment strengthens and streamlines our operations, enabling us to respond more quickly to customer needs in this highly competitive marketplace," says Page.

The Allstate Corporation is the nation's largest publicly held personal lines insurance company. Its main business units include Allstate Personal Property and Casualty and Allstate Life and Savings. Allstate Personal Property and Casualty provides insurance for more than 14 million households and has approximately 15,500 agents in the U.S. and Canada. Allstate Life and Savings markets a number of life insurance and savings products -- under a variety of brands and through a number of channels -- and is currently the nation's 17th largest life insurance business.