

# **Allstate Insurance Company**

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12 00 Atwater Blvd., Suite 200  
Malvern, Pa. 19355  
Phone: 1-800-733-7010

July 25, 2011

## **IMPORTANT NOTICE – PLEASE READ**

«AddressBlock»

«GreetingLine»

We were recently notified that Gary Zeman a Personal Financial Representative based in Norwalk, Connecticut lost his laptop May 23, 2011, and then reported the loss to Allstate Financial\* on June 13, 2011. Mr. Zeman has indicated that some policy information including some customer personal information may have been stored on the hard drive of the laptop. This policy information may include your «Data\_Elements». Your personal information is important to us and we understand you may be concerned about this matter. You may want to review your account statements and credit reports to ensure that there is no unauthorized or unexplained activity.

**In addition**, we are offering -- at no cost to you – one year of credit monitoring, a free credit report, ongoing educational materials, and resolution service should your information be misused. These services will be provided by Identity Theft 911, a company specializing in identity theft education and resolution. Identity Theft 911 is prepared to provide you with access to a dedicated fraud specialist via a toll-free number as well as to help you understand your options and assist you with:

- Considering protective measures, including requesting fraud alerts
- Notifying appropriate agencies and businesses
- Obtaining and understanding your credit report
- Credit monitoring\*\*

**Acceptance of this offer must be made within 90 calendar days of the date of this letter.**

### **How do I enroll for the free services?**

To enroll in these services please log on to <https://enrollment.monitormyidentity.com> and follow the instructions provided. When prompted please provide the following unique code to receive services\*\*: «**Unique\_Code**». You can also enroll by calling the Identity Theft 911 help line at 1.877.432.7463. Again, you will need to provide the unique code to the representative.

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\* With regard to Allstate Life Insurance Company and Lincoln Benefit Life Company

\*\*Services marked with an "\*" require an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. **Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection and in order to confirm your identity.**

**What can I do on my own to address this situation?**

Identity Theft 911 has been retained to help you with any questions or problems you may encounter, including obtaining a credit report/credit monitoring and placing fraud alerts. However, if you choose not to use these services, we suggest you consider doing the following:

(1) Place a fraud alert on your own: You will need to contact one of the three major credit agencies directly at:

Experian (1-888-397-3742)

Equifax (1-800-525-6285)

Transunion (1-800-680-7289)

As soon as that agency processes your fraud alert, it will notify the other two, which then also must place fraud alerts in your file.

(2) Obtain a credit report and monitor it on your own: Promptly obtain free copies of your credit report and monitor them upon receipt for any unauthorized activity. You can obtain your free copies by going to the following website: [www.annualcreditreport.com](http://www.annualcreditreport.com) or by calling them toll-free at 1-877-322-8228. (Hearing impaired consumers can access their TDD service at 1-877-730-4204).

**What if I want to speak with Allstate Financial regarding this incident?**

While Identity Theft 911 should be able to provide thorough assistance and answer most of your questions, if you have additional concerns and would like to speak with us please contact us at 1-800-733-7010, extension 3325 between 8:00 a.m. and 4:00 p.m. Eastern Time Monday through Friday.

We sincerely apologize for any inconvenience to you because of this incident. Please know that Allstate takes these matters very seriously and is committed to helping protect the personal information for which we may have access.

Sincerely,



John Kane  
Regional Sales Leader



Dan Mattingly  
Regional Financial Sales Leader

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