ALLSTATE CORP Form FWP January 09, 2012

Filed Pursuant to Rule 433

Registration Statement No. 333-159071

Relating to

Preliminary Prospectus Supplement dated January 9, 2012 to

Prospectus dated May 8, 2009

THE ALLSTATE CORPORATION

5.200% SENIOR NOTES DUE 2042

FINAL TERM SHEET

Issuer: Security Type: **Expected Ratings*:** Format: **Trade Date: Settlement Date:** Maturity Date: **Principal Amount:** Price to Public: **Underwriting Discount:** Coupon: **Benchmark Treasury:** Spread to Benchmark: **Treasury Strike: Re-offer Yield: Interest Payment Dates: Record Dates: Optional Redemption:**

The Allstate Corporation Senior Unsecured Fixed Rate Notes A3 (Moody s)/ A- (S&P) SEC Registered January 9, 2012 January 11, 2012 (T+2) January 15, 2042 \$500,000,000 99.608% of principal amount 0.875% 5.200% 3.750% due August 15, 2041 +225 basis points (2.25%) 2.976% 5.226% Semi-annually on January 15 and July 15, commencing on July 15, 2012 Semi-annually on January 1 and July 1

CUSIP/ISIN: Joint Book-Runners:	Make-whole call at any time at the greater of 100% or the discounted value at treasury plus 35 basis points, as described in the prospectus supplement 020002AY7 / US020002AY71 J.P. Morgan Securities LLC (30.0%)
Lead Manager: Senior Co-Managers:	Goldman, Sachs & Co. (30.0%) Barclays Capital Inc. (10.0%) Wells Fargo Securities, LLC (7.0%)
	Merrill Lynch, Pierce, Fenner & Smith Incorporated (5.0%)
	Citigroup Global Markets Inc. (3.5%)
	Deutsche Bank Securities Inc. (3.0%)
	Morgan Stanley & Co. LLC (2.0%)
Junior Co-Managers:	UBS Securities LLC (2.0%) Loop Capital Markets LLC (3.5%)
	BNY Mellon Capital Markets, LLC (1.0%)
	PNC Capital Markets LLC (1.0%)
	SunTrust Robinson Humphrey, Inc. (1.0%)
	U.S. Bancorp Investments, Inc. (1.0%)

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*Note: An explanation of the significance of ratings may be obtained from the rating agencies. Generally, rating agencies base their ratings on such material and information, and such of their own investigations, studies and assumptions, as they deem appropriate. The rating of the 5.200% Senior Notes due 2042 should be evaluated independently from similar ratings of other securities. A credit rating of a security is not a recommendation to buy, sell or hold securities and may be subject to review, revision, suspension, reduction or withdrawal at any time by the assigning rating agency. The Allstate Corporation has filed a registration statement (including a prospectus and related prospectus supplement) with the U.S. Securities and Exchange Commission (the SEC) for the offering to which this communication relates. Before you invest, you should read the prospectus supplement and prospectus for this offering in that registration statement, and other documents that The Allstate Corporation has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by searching the SEC online database (EDGAR®) at *www.sec.gov*. Alternatively, you may obtain a copy of the prospectus by calling J.P. Morgan Securities LLC collect at 1-212-834-4533 or Goldman, Sachs & Co. toll-free at 1-866-471-2526.