

Contact: **Julianna Sparks**

Allstate Insurance Company

404.825.1382

julianna.sparks@allstate.com

Raleigh-Cary, NC metro area ranked #75 in Teen Driving Holiday Hotspots among the 100 largest U.S. metros for The Holidays (Thanksgiving to New Year's)

Study part of Home for the Holidays teen safe driving campaign to urge parents and teens in Raleigh-Cary to have a conversation about smart driving during the holiday season and sign Allstate's Parent-Teen Driving Contract

December 22, 2008 – With the holidays a dangerous time for drivers on the road, a study released by Allstate Insurance Company finds that the Raleigh-Cary, NC metro area ranked #75 in Teen Driving Holiday Hotspots among the 100 largest U.S. metros for The Holidays (Thanksgiving to New Year's). Ten (10) fatal crashes were recorded for the years 2000-2007, which produced a rate of 2.169 accidents per 100,000 teens.

North Carolina ranked #13 among the states in the per-capita rate of fatal accidents involving teen drivers during The Holidays (Thanksgiving to New Year's). For the years 2000-2007, 172 fatal crashes were recorded, which produced a rate of 3.838 accidents per 100,000 teens.

The Allstate Holiday Teen Driving Hotspots Study examines recent federal crash statistics, Allstate claims data on teen collisions, and U.S. Census Bureau statistics to score metro areas across the nation on rates of fatal crashes involving teen drivers during the holidays.

The study identifies "hotspots" where fatal teen driving crashes are highest during the holiday season and aims to draw attention to safe teen driving, especially in markets where teen crash rates are higher.

"The safe driving talk, backed up by signing an Allstate Parent-Teen Driving Contract, shows a commitment to family in Raleigh-Cary this holiday season. Every parent in Raleigh-Cary should have the safe driving talk with their teens throughout the year, and especially during the holidays. Through this contract, parents and teens in Raleigh-Cary say to one another that they aren't going to let themselves become tragic statistics," said Julianna Sparks of Allstate.

The Allstate Holiday Teen Driving Hotspots Study found that the 10 deadliest hotspots for fatal teen crashes among the nation's 50 largest metro areas (a central city and its surrounding counties) from Thanksgiving through New Year's Day are:

1. Tampa-St. Petersburg-Clearwater, FL
 2. Jacksonville, FL
 3. Orlando-Kissimmee, FL
 4. Kansas City, MO-KS
 5. Birmingham-Hoover, AL
 6. Phoenix-Mesa-Scottsdale, AZ
 7. Las Vegas-Paradise, NV
 8. Oklahoma City, OK
 9. Louisville, KY-IN
 10. Richmond, VA

The cities that ranked safest for fatal teen crashes between Thanksgiving and New Year's Day are:

1. Salt Lake City, UT
2. San Francisco-Oakland-Fremont, CA
3. Cleveland-Elyria-Mentor, OH
4. Portland-Vancouver-Beaverton, OR-WA
5. Milwaukee-Waukesha-West Allis, WI
6. New York-Northern New Jersey-Long Island, NY-NJ-PA
7. San Jose-Sunnyvale-Santa Clara, CA
8. Boston-Cambridge-Quincy, MA-NH
9. Detroit-Warren-Livonia, MI
10. Los Angeles-Long Beach-Santa Ana, CA

The focus of the Home for the Holidays teen safe driving campaign is to encourage parents to have the safe driving talk with their teens this holiday season. The perfect way to help make that conversation happen is by using the Allstate Parent-Teen Driving Contract, which helps families lay out expectations for smart driving decisions and consequences if those expectations are not met.

To kick off the national Parent-Teen Driving Contract Sign-Up Drive, actress Vanessa Williams of ABC's "Ugly Betty" and her teen son, Devin, signed their Allstate Parent-Teen Driving Contract in New York City earlier this month. With Devin on the verge of getting his learner's permit, Ms. Williams and Devin are giving each other the most important gift of all this holiday season – the safe driving talk: www.thenewsmarket.com/allstate.

Through the national and local Parent-Teen Driving Contract Sign-Up Drives, Allstate encourages parents and teens to download the contract from www.allstate.com/teen and discuss the importance of safe driving. By signing the contract, parents can help ensure their teens return home safely this holiday season and all year long. It's the most important gift a parent and teen can give one another this holiday season. It's a conversation and a promise. And best of all, it's free.

The release of these local study findings by Allstate continues the company's national Home for the Holidays public awareness and policy campaign, which calls for a national federal standard for graduated driver licensing (GDL) laws and urges Congress to enact the Safe Teen and Novice Driver Uniform Protection (STANDUP) Act.

Allstate also urges state lawmakers to enact stronger state-level GDL laws that allow novice drivers to gain driving experience gradually and under low-risk situations. An effective tool for saving lives, GDL laws typically involve longer periods of supervised driving, restrictions on late-night driving, limits on teen passengers and cell phone bans for drivers.

Research conducted by the National Institute of Child Health and Human Development indicates intervention materials, including parent-teen driving agreements, increase parental restriction of high-risk teen driving conditions among newly licensed drivers.

A more detailed breakdown on the study results – including other market and state comparisons – can be found at <http://media.allstate.com/>. Click on press kits located on the left.

The Allstate Holiday Teen Driving Hotspots Study was conducted by Allstate in conjunction with Sperling's BestPlaces www.bestplaces.net, a Portland, Ore., research firm specializing in demographic studies and analysis.

About the Allstate Corporation

The Allstate Corporation (NYSE: ALL) is the nation's largest publicly held personal lines insurer. Widely known through the "You're In Good Hands With Allstate®" slogan, Allstate helps individuals in approximately 17 million households protect what they have today and better prepare for tomorrow through approximately 14,600 exclusive agencies and financial representatives in the U.S. and Canada. Customers can access Allstate products and services such as auto insurance and homeowners insurance through Allstate agencies, or in select states at allstate.com and 1-800 Allstate®. Encompass® and Deerbrook® Insurance brand property and casualty products are sold exclusively through independent agents. The Allstate Financial Group provides life insurance, supplemental accident and health insurance, annuity, banking and retirement products designed for individual, institutional and worksite customers that are distributed through Allstate agencies, independent agencies, financial institutions and broker-dealers.

###