

Note: Broker-dealers are required to disclose any material arrangements with the venues listed in each section below, including, but not limited to, any internalization or payment for order flow arrangements.

AFY
ALLSTATE FINANCIAL SERVICES LLC
2920 SOUTH 84TH STREET
LINCOLN, NE 68506

SEC Rule 606 Quarterly Report for the Quarter Ending June 30, 2010

Securities Listed on New York Stock Exchange

Summary Statistics :

Non-directed orders as percentage of total customer orders	100.00%
Market orders as percentage of total non-directed orders	80.69%
Limit orders as percentage of total non-directed orders	15.88%
Other orders as percentage of total non-directed orders	3.43%

Venues Receiving Significant Percentage of Total Non-Directed Orders :

1. National Financial Services, L.L.C.	29.66%
2. Knight Capital Markets, L.L.C.	24.29%
3. Citadel Derivatives Group LLC	16.05%
4. UBS Securities, L.L.C.	15.44%
5. Citigroup Global Markets, Inc.	10.79%
6. Direct Edge ECN L.L.C.	1.11%
7. Goldman, Sachs & Co.	0.77%
8. Surge Trading, Inc.	0.77%
9. BATS Exchange, Inc.	0.61%
10. AlterNet Securities Inc.	0.17%

Information Concerning Significant Venues :

1. National Financial Services, L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	32.30%
Limit orders as percentage of total limit orders	22.65%
Other orders as percentage of total other orders	0.00%

2. Knight Capital Markets, L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	21.74%
Limit orders as percentage of total limit orders	28.22%
Other orders as percentage of total other orders	66.13%

3. Citadel Derivatives Group LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	17.01%
Limit orders as percentage of total limit orders	14.63%
Other orders as percentage of total other orders	0.00%

4. UBS Securities, L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	16.05%
Limit orders as percentage of total limit orders	13.59%
Other orders as percentage of total other orders	9.68%

5. Citigroup Global Markets, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	10.56%
Limit orders as percentage of total limit orders	9.06%
Other orders as percentage of total other orders	24.19%

6. Direct Edge ECN L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	6.97%
Other orders as percentage of total other orders	0.00%

7. Goldman, Sachs & Co.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.96%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

8. Surge Trading, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.96%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

9. BATS Exchange, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	3.83%
Other orders as percentage of total other orders	0.00%

10. AlterNet Securities Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.21%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

Securities Listed on The Nasdaq Stock Market

Summary Statistics :

Non-directed orders as percentage of total customer orders	100.00%
Market orders as percentage of total non-directed orders	74.40%
Limit orders as percentage of total non-directed orders	20.24%
Other orders as percentage of total non-directed orders	5.36%

Venues Receiving Significant Percentage of Total Non-Directed Orders :

1. UBS Securities, L.L.C.	24.11%
2. National Financial Services, L.L.C.	20.54%
3. Citadel Derivatives Group LLC	19.94%
4. Knight Equity Markets, L.P.	19.94%
5. Citigroup Global Markets, Inc.	10.86%
6. Direct Edge ECN L.L.C.	2.68%
7. BATS Exchange, Inc.	1.04%
8. Goldman, Sachs & Co.	0.60%
9. GETCO Execution Services L.L.C.	0.15%
10. Surge Trading, Inc.	0.15%

Information Concerning Significant Venues :

1. UBS Securities, L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	25.80%
Limit orders as percentage of total limit orders	11.76%
Other orders as percentage of total other orders	47.22%

2. National Financial Services, L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	18.80%
Limit orders as percentage of total limit orders	32.35%
Other orders as percentage of total other orders	0.00%

3. Citadel Derivatives Group LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	22.20%
Limit orders as percentage of total limit orders	16.91%
Other orders as percentage of total other orders	0.00%

4. Knight Equity Markets, L.P.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	19.80%
Limit orders as percentage of total limit orders	14.71%
Other orders as percentage of total other orders	41.67%

5. Citigroup Global Markets, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	12.20%
Limit orders as percentage of total limit orders	5.88%
Other orders as percentage of total other orders	11.11%

6. Direct Edge ECN L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	13.24%
Other orders as percentage of total other orders	0.00%

7. BATS Exchange, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	5.15%
Other orders as percentage of total other orders	0.00%

8. Goldman, Sachs & Co.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.80%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

9. GETCO Execution Services L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.20%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

10. Surge Trading, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.20%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

Securities Listed on NYSE Amex or Regional Exchanges

Summary Statistics :

Non-directed orders as percentage of total customer orders	100.00%
Market orders as percentage of total non-directed orders	73.13%
Limit orders as percentage of total non-directed orders	21.81%
Other orders as percentage of total non-directed orders	5.07%

Venues Receiving Significant Percentage of Total Non-Directed Orders :

1. Knight Capital Markets, L.L.C.	29.30%
2. National Financial Services, L.L.C.	26.21%
3. UBS Securities, L.L.C.	19.60%
4. Citadel Derivatives Group LLC	17.18%
5. Direct Edge ECN L.L.C.	2.86%
6. BATS Exchange, Inc.	2.20%
7. Citigroup Global Markets, Inc.	1.98%
8. Goldman, Sachs & Co.	0.44%
9. NYSE Arca	0.22%

Information Concerning Significant Venues :

1. Knight Capital Markets, L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	32.53%
Limit orders as percentage of total limit orders	16.16%
Other orders as percentage of total other orders	39.13%

2. National Financial Services, L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	28.31%
Limit orders as percentage of total limit orders	25.25%
Other orders as percentage of total other orders	0.00%

3. UBS Securities, L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	14.76%
Limit orders as percentage of total limit orders	26.26%
Other orders as percentage of total other orders	60.87%

4. Citadel Derivatives Group LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	21.39%
Limit orders as percentage of total limit orders	7.07%
Other orders as percentage of total other orders	0.00%

5. Direct Edge ECN L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	13.13%
Other orders as percentage of total other orders	0.00%

6. BATS Exchange, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.30%
Limit orders as percentage of total limit orders	9.09%
Other orders as percentage of total other orders	0.00%

7. Citigroup Global Markets, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	2.41%
Limit orders as percentage of total limit orders	1.01%
Other orders as percentage of total other orders	0.00%

8. Goldman, Sachs & Co.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.30%
Limit orders as percentage of total limit orders	1.01%
Other orders as percentage of total other orders	0.00%

9. NYSE Arca

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	1.01%
Other orders as percentage of total other orders	0.00%

Exchange - Listed Options

Summary Statistics :

Non-directed orders as percentage of total customer orders	0.00%
Market orders as percentage of total non-directed orders	0.00%
Limit orders as percentage of total non-directed orders	0.00%
Other orders as percentage of total non-directed orders	0.00%