

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 September 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	78.96%
Limit orders as percentage of total non-directed orders	17.09%
Other orders as percentage of total non-directed orders	3.96%

Venues Receiving Significant Percentage of Total Non-Directed Orders :

1. National Financial Services, L.L.C.	27.02%
2. Knight Capital Markets, L.L.C.	24.92%
3. Citadel Derivatives Group LLC	17.17%
4. UBS Securities, L.L.C.	16.67%
5. Citigroup Global Markets, Inc.	9.76%
6. Direct Edge Exchange	1.60%
7. Surge Trading, Inc.	1.01%
8. Goldman, Sachs & Co.	0.67%
9. BATS Exchange, Inc.	0.51%
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	27.61%
Limit orders as percentage of total limit orders	30.54%
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	24.41%
Limit orders as percentage of total limit orders	22.17%
Other orders as percentage of total other orders	46.81%

3. Citadel Derivatives Group LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	19.72%
Limit orders as percentage of total limit orders	9.36%
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	17.27%
Limit orders as percentage of total limit orders	13.79%
Other orders as percentage of total other orders	17.02%

5. Citigroup Global Markets, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	8.42%
Limit orders as percentage of total limit orders	9.85%
Other orders as percentage of total other orders	36.17%

6. Direct Edge Exchange

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	9.36%
Other orders as percentage of total other orders	0.00%

7. Surge Trading, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	1.17%
Limit orders as percentage of total limit orders	0.49%
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	0.85%
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	2.96%
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	78.67%
Limit orders as percentage of total non-directed orders	16.28%
Other orders as percentage of total non-directed orders	5.05%

Venues Receiving Significant Percentage of Total Non-Directed Orders :

1. UBS Securities, L.L.C.	28.90%
2. National Financial Services, L.L.C.	21.33%
3. Citadel Derivatives Group LLC	20.18%
4. Knight Equity Markets, L.P.	17.66%
5. Citigroup Global Markets, Inc.	7.80%
6. BATS Exchange, Inc.	1.83%
7. Direct Edge Exchange	0.69%
8. Goldman, Sachs & Co.	0.46%
9. Instinet L.L.C.	0.46%
10. NYSE Arca	0.23%

Information Concerning Significant Venues :

1. UBS Securities, L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	28.57%
Limit orders as percentage of total limit orders	28.17%
Other orders as percentage of total other orders	36.36%

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

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	21.57%
Limit orders as percentage of total limit orders	26.76%
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	22.45%
Limit orders as percentage of total limit orders	15.49%
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	17.49%
Limit orders as percentage of total limit orders	7.04%
Other orders as percentage of total other orders	54.55%

5. Citigroup Global Markets, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	8.75%
Limit orders as percentage of total limit orders	2.82%
Other orders as percentage of total other orders	9.09%

6. 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	11.27%
Other orders as percentage of total other orders	0.00%

7. Direct Edge Exchange

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	4.23%
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	0.58%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

9. Instinet L.L.C.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.29%
Limit orders as percentage of total limit orders	1.41%
Other orders as percentage of total other orders	0.00%

10. 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	1.41%
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	69.49%
Limit orders as percentage of total non-directed orders	19.34%
Other orders as percentage of total non-directed orders	11.18%

Venues Receiving Significant Percentage of Total Non-Directed Orders :

1. Knight Capital Markets, L.L.C.	35.05%
2. National Financial Services, L.L.C.	20.54%
3. UBS Securities, L.L.C.	20.24%
4. Citadel Derivatives Group LLC	19.34%
5. Citigroup Global Markets, Inc.	2.42%
6. Direct Edge Exchange	1.51%
7. BATS Exchange, Inc.	0.91%

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	34.78%
Limit orders as percentage of total limit orders	31.25%
Other orders as percentage of total other orders	43.24%

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

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	23.04%
Limit orders as percentage of total limit orders	23.44%
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	13.91%
Limit orders as percentage of total limit orders	21.88%
Other orders as percentage of total other orders	56.76%

4. Citadel Derivatives Group LLC

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	24.78%
Limit orders as percentage of total limit orders	10.94%
Other orders as percentage of total other orders	0.00%

5. Citigroup Global Markets, Inc.

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	3.48%
Limit orders as percentage of total limit orders	0.00%
Other orders as percentage of total other orders	0.00%

6. Direct Edge Exchange

Types of Orders Routed to Venue :

Market orders as percentage of total market orders	0.00%
Limit orders as percentage of total limit orders	7.81%
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	4.69%
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%