



For Immediate Release

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Allstate New Jersey and Junior Achievement of NJ Help Students Learn Money Management Skills

Allstate New Jersey Heads to the Capital One/Junior Achievement Finance Park™ to Teach Financial Literacy Lessons to High School and Middle School Students

Newark, NJ (January 27, 2010) -- Capital One Financial Corporation (NYSE:COF) and Junior Achievement are bringing Capital One/Junior Achievement Finance Park™, an innovative mobile financial education program, to New Jersey public middle schools and high schools. The program will teach basic money management skills to more than 1,850 local students from February 3 through March 25. On Friday, February 5, Allstate New Jersey Insurance Company (Allstate New Jersey) will visit the park to teach students about financial responsibility. The learning lab is conveniently located at the National Newark Building at 744 Broad Street in Newark, NJ.

Allstate New Jersey will have an insurance kiosk at Finance Park™ to help students learn about insurance and the importance of financial protection. The kiosk is part of a larger program that aims to teach students how to make smart purchasing decisions and budget their money effectively.

"When it comes to learning about money management, it is important to get started at an early age," said William P. Ballinger, President, Allstate New Jersey. "The lessons the students learn at Finance Park™ will set the foundation to help them make wise financial choices in adulthood. I am elated that Allstate New Jersey can join Junior Achievement in providing these lessons to children."

This unique, award-winning program for middle and high school students begins with four weeks of intensive in-classroom financial education lessons developed by Junior Achievement. Students then have the opportunity to put their newly-learned money management skills to the test in a high-tech learning lab. This innovative learning environment, called Capital One/Junior Achievement Finance Park™, houses a mock city where students can experience the challenges of making real-life financial decisions.

While at Capital One/Junior Achievement Finance Park™, the students are assigned fictional jobs, incomes, families, and expenses. They are then expected to develop and stick to appropriate budgets. Students are faced with real-life decisions about housing, furnishings, investments, food, entertainment, phone, cable,

savings and charitable contributions -- all of the decisions they will ultimately make upon entering adulthood. Nearly 360 Capital One Bank associates will mentor the students along their financial journey at the Park.

"Basic money management skills are crucial building blocks for economic self-sufficiency, yet research shows that many students are unable to effectively manage their finances when they graduate from high school," said Catherine Milone, President, Junior Achievement of New Jersey. "The hands-on financial education provided at Capital One/Junior Achievement Finance Park™ helps students succeed now and as adults by giving them practical money-management skills. We are thrilled to have Capital One/Junior Achievement Finance Park™ in Newark."

The first Capital One/Junior Achievement Finance Park™ began as a pilot in October 2006, in McLean, Va. The pilot was such a resounding success that the two organizations have since expanded the initiative to eight markets serving 33,000 middle school students through 2009.

"Our investment in Capital One/Junior Achievement Finance Park™ is more than just doing the right thing; it teaches students important skills that they can use for the rest of their lives," said Doug Kennedy, New Jersey State Market President for Capital One Bank. "Our associates who volunteer at Finance Park are able to play a key role in encouraging financial literacy and economic opportunity. This is a unique and creative way to help youngsters become financially literate."

About Allstate New Jersey

Known through the "You're In Good Hands With Allstate®" slogan, Allstate New Jersey Insurance Company and its affiliates help individuals in more than a half million New Jersey Households protect what they have today and better prepare for tomorrow through approximately 325 agents and financial representatives. Customers can access Allstate New Jersey products and services through Allstate agencies, or at allstate.com and 1-800-Allstate®. 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.

About Junior Achievement of New Jersey

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. JA Worldwide® reaches 9.8 million students per year in 367,305 classrooms and after-school locations. JA programs are taught by volunteers in inner cities, suburbs, and rural areas throughout the United States of America and in 123 countries. For more information, visit www.ja.org. To learn more about Junior Achievement of New Jersey, visit www.janj.org.

About Capital One

Capital One Financial Corporation, headquartered in McLean, Virginia, is a Fortune 500 company, with approximately 1,000 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia, and the District of Columbia. Its principal subsidiaries, Capital One, N.A. and Capital One Bank (USA), N. A., offer a broad spectrum of financial products and services to consumers, small businesses and commercial clients. We apply the same principles of innovation, collaboration and empowerment in our commitment to our communities across the country that we do in our business. We recognize that helping to build strong and healthy communities - good places to work, good places to do business and good places to raise families - benefits us all and we are proud to support this and other community initiatives.

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