



ATTORNEY GENERAL OF TEXAS
GREG ABBOTT

July 7, 2010

Mr. John H. Dasburg
Lead Director of the Board
Mr. Jay S. Fishman
Chairman & Chief Executive Officer
Mr. Alan D. Schnitzer
Vice Chairman & Chief Legal Officer
The Travelers Companies, Inc. and
The Travelers Indemnity Company and its property casualty affiliates
385 Washington Street
Saint Paul, MN 55102

via fax 651-310-8204

The Travelers Indemnity Companies doing business in Texas
c/o Corporation Service Company
211 East 7th Street, Suite 620
Austin, Texas 78701-3218

via U.S. first class mail

CEASE AND DESIST LETTER RE: TELEVISION ADVERTISEMENT AIRING IN
TEXAS entitled "DRIVING YOUR HOUSE"

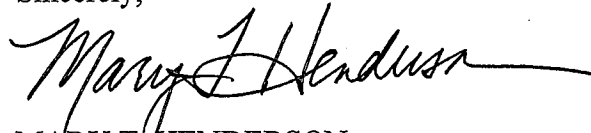
Gentlemen:

On behalf of the Attorney General of Texas, we request that The Travelers Companies, Inc., The Travelers Indemnity Company and its property casualty affiliates, and any and all of its other agents, employees and representatives, immediately cease and desist any and all further television, print, multimedia, computer generated and/or radio advertisements or solicitations to the Texas

Mr. John H. Dasburg
July 7, 2010
Page 2

We appreciate your cooperation in immediately halting this ad campaign in Texas and reserve the right to further investigate this matter and bring appropriate action as needed to protect Texas consumers.

Sincerely,

A handwritten signature in black ink, reading "Mary T. Henderson". The signature is fluid and cursive, with a long horizontal line extending to the right from the end of the name.

MARY T. HENDERSON
Deputy Division Chief
Consumer Protection & Public Health Division