Northwestern Mutual Fuels Excitement for March Madness® with Sponsorship of First Four® and Final Four®

Company amplifies presence at 2015 NCAA® College Basketball Championships to inspire others and show that #NoOneWinsAlone

MILWAUKEE, March 17, 2015 /PRNewswire/ -- Continuing to build on its dynamic, multi-year partnership with the NCAA®, Northwestern Mutual will be the exclusive presenting sponsor of the First Four®, Round 1 of the 2015 NCAA® Men's Basketball Championship, taking place Tuesday and Wednesday, March 17-18. The company is also a sponsor of the Final Four®, one of the most thrilling events in the world of college sports.

As part of the sponsorships, Northwestern Mutual will have a significant advertising presence during the championship's television and web broadcasts, featuring the company's latest TV spot, "No One Wins Alone," celebrating the people who inspire others to reach their full potential and achieve their goals in life. This theme will be carried throughout March Madness® on the company's Facebook, Instagram and Twitter channels using the hashtag #NoOneWinsAlone.

"Northwestern Mutual helps people build a game plan for their financial futures, and we recognize that behind every great accomplishment stands a coach, mentor, parent or friend who has been there from start to finish." said Conrad York, vice president of marketing at Northwestern Mutual. "We're proud to partner with an organization that shares our values and our beliefs in inspiring others to reach their full potential."

Sports Illustrated March Madness Preview Issue

The company's March Madness® marketing campaign includes a multi-page gatefold in the *Sports Illustrated* March Madness Preview Issue. The ad, which highlights the need for financial planning with the right partner, unfolds to reveal the *Sports Illustrated* Editor's Predictions Bracket – a destination for every reader. This special edition will reach more than 3 million subscribers and many more through newsstand sales.

American Cancer Society Coaches' Huddle Presented by Northwestern Mutual

In conjunction with the Final Four®, Northwestern Mutual will be the presenting sponsor of this year's American Cancer Society Coaches' Huddle on Friday, April 3, in Indianapolis. The event includes a cocktail reception, pep rally, silent auction and guest appearances by several Division 1 coaches. And on Saturday, April 4, The Northwestern Mutual Road to the Final Four 5K will benefit childhood cancer research through the American Cancer Society.

Northwestern Mutual extended its successful NCAA® sponsorship in April 2014 through a new partnership with ESPN/ABC. The six-year deal runs through 2020 and gives Northwestern Mutual presence in some of the country's most watched sports programming. The partnership includes exclusivity in the life insurance, wealth management and retirement planning service categories across 17 college sporting events.

About Northwestern Mutual

Northwestern Mutual has been helping families and businesses achieve financial security for nearly 160 years. Our financial representatives build relationships with clients through a distinctive planning approach that integrates risk management with wealth accumulation, preservation and distribution. With more than $217 billion in assets, $26 billion in revenues and more than $1.5 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.2 million people who rely on us for insurance and investment solutions, including life, disability and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a comprehensive approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; and Northwestern Long Term Care Insurance Company.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 460,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and www.ncaa.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes.

NCAA is a trademark of the National Collegiate Athletic Association.

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