Northwestern Mutual Launches Mobile Game to Help Americans Score Their Level of Financial Security

Users Can Get Personalized Financial Tips While On The Go

MILWAUKEE, June 15, 2012 /PRNewswire/ -- In an effort to help Americans gauge their level of financial security, Northwestern Mutual recently launched the "Get Your Financial Security Score" game. The game is a mobile tool that customizes financial tips for users and awards them with a score based on their responses to a variety of personal finance-related statements.

(Logo: http://photos.prnewswire.com/prnh/20120126/CG42140LOGO)

Statements range from financial planning acumen and investment strategy, to inclination to save and prepare for the unexpected. After reviewing each statement, users provide their answers on a spectrum of "agree" to "disagree" by swiping their finger across a digital dial. A running tally of the user's score appears after each question is answered, and at the end of the game, users receive their total financial security score – out of a possible 100 points – as well as tips on ways they can enhance their overall financial security.

"We all do things differently when it comes to financial planning, and it is important for each of us to have a sense for our level of financial security based on the choices and decisions we make," said John Grogan, senior vice president at Northwestern Mutual. "Our 'Get Your Financial Security Score' tool illustrates this reality. By considering the financial tips that the game displays and working with a trusted advisor, we're hopeful more individuals will get on the path to financial security."

The "Get Your Financial Security Score" tool is available free on the homepage of the Northwestern Mutual mobile site, which is accessible on most iPhone, Android and Blackberry browsers. Northwestern Mutual's mobile site features information about the company, its products and services, career opportunities, and the ability for users to locate the Northwestern Mutual office and financial representative closest to their area.

In addition, the tool is also available on Northwestern Mutual's Facebook page.

About Northwestern Mutual

The Northwestern Mutual Life Insurance Company – Milwaukee, WI (Northwestern Mutual) – among the "World's Most Admired" life insurance companies in 2012 according to FORTUNE® magazine – has helped clients achieve financial security for more than 155 years. As a mutual company with $1.2 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: life insurance, long-term care insurance, disability 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; and Russell Investments.

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