Northwestern Mutual Distributes Arbor Day YouTube Video to Highlight the Importance of Long-term Planning

MILWAUKEE (BUSINESS WIRE), April 25, 2011 - Northwestern Mutual is honoring Arbor Day by distributing avideo e-card to commemorate the nationally celebrated observance that encourages planting and caring for trees. The 75-second animated video highlights the metaphor of planting a firm foundation – both environmentally and financially.

Consumers will be able to access and send the video e-card by visitinghttp://www.youtube.com/watch?v=rwMseBt93No from April 25 to May 1, 2011.

The Arbor Day video builds upon the company's ongoing consumer campaign highlightingClient Stories and the unique attributes and long-term value of permanent life insurance.

Foundation grant to strengthen Arbor Day Foundation

The Northwestern Mutual Foundation is announcing a \$10,000 grant for the Arbor Day Foundation, the largest nonprofit membership organization dedicated to planting trees, with over one million members, supporters, and valued partners.

About Northwestern Mutual

The Northwestern Mutual Life Insurance Company – Milwaukee, WI (Northwestern Mutual) – the "World's Most Admired" life insurance company in 2011 according to FORTUNE® magazine – has helped clients achieve financial security for more than 150 years. As a mutual company with \$1.2 trillion of life insurance protection in force, Northwestern Mutual seeks to share its gains with policyowners and deliver consistent and dependable value to clients 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.

https://news.northwesternmutual.com/news-releases?item=122560