Northwestern Mutual reveals how basketball fans can support charity through national auction of NCAA® Championship game floor

Proceeds from floor on which Kentucky won title to support fight against pediatric cancer

LOUISVILLE, Ky., Oct. 9, 2012 /PRNewswire/ -- Northwestern Mutual today announced details around the upcoming auction that will provide University of Kentucky basketball fans across the country the chance to own a piece of history. The company announced in September that souvenir pieces of the floor on which the Wildcats won their eighth national men's basketball championship earlier this year would be auctioned off to benefit Kentucky-based nonprofits.

To view the multimedia assets associated with this release, please click:http://www.multivu.com/mnr/53646-northwestern-mutual-charity-auction-of-ncaa-championship-game-floor

(Photo: http://photos.prnewswire.com/prnh/20121009/MM87619)

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

Starting at noon this Thursday, October 11, fans can visitwww.2012UKFloor.com and submit their bids to own one of 300 12"x18" pieces of the floor. The auction will run one week, until noon on Thursday, October 18. Each piece of the floor features the UK logo, is individually numbered, comes with a certificate of authenticity, and is autographed by Kentucky head basketball coach John Calipari. The money generated by the auction will benefit pediatric cancer efforts at Kosair Children's Hospital in Louisville and Kentucky Children's Hospital in Lexington.

"We're excited to be able to support all the great work being done at the Kosair's Children's Hospital in Louisville and Kentucky Children's Hospital in Lexington," said Dan Rivers, Northwestern Mutual managing partner based in Louisville, Ky. "When we obtained the floor following the tournament, our goal was to use it to give back to the communities we serve, and thanks to the support of Coach Calipari and the Kentucky basketball program, we'll be able to do that."

Northwestern Mutual obtained the floor through the company's partnership with the NCAA® following the men's basketball tournament's final game at the Superdome in New Orleans.

A portion of the floor is being installed in the newly renovated locker room at Rupp Arena in Lexington, where it will serve as a constant reminder for future Wildcat teams of the 2012 championship season.

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; andNorthwestern Long Term Care Insurance Company; and Russell Investments.

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