Northwestern Mutual Announces Donation of $200,000 to Fight Pediatric Cancer through NCAA® Championship Floor Auction

Kentucky-Area Children's Hospitals Beneficiaries of Fans' Bids

LOUISVILLE, Ky., Oct. 24, 2012 /PRNewswire/ -- Northwestern Mutual today announced that more than $200,000 was donated toward the fight against pediatric cancer in Kentucky. This follows a week-long online auction of commemorative pieces of the floor on which the University of Kentucky (UK) basketball team won its eighth national championship last spring.

(Photo: http://photos.prnewswire.com/prnh/20121024/CG99468)

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

The top 300 bidders pledged a total of $201,803 on three-hundred 12"x18" pieces of the floor, each autographed by UK coach John Calipari, which went on the auction block October 11 at www.2012UKFloor.com. The proceeds will be divided equally between Kosair Children's Hospital in Louisville and Kentucky Children's Hospital in Lexington.

"We're thrilled with the response from UK fans across the country who bid for the chance to own a piece of history and benefit a great cause," said Dan Rivers, Northwestern Mutual managing partner in Kentucky. "It's even more gratifying to see children and families in our community benefit as a result."

Northwestern Mutual, a corporate partner of the NCAA®, purchased the floor following the men's basketball tournament at the Superdome in New Orleans. The floor was obtained with the intent to create philanthropic opportunities in local communities that Northwestern Mutual serves.

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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