Northwestern Mutual Unveils NCAA® Bracket Contest for Women's Volleyball, Four Additional Sports

Fans can register on Northwestern Mutual's Facebook page for chance at $500 NCAA® Shop Gift Card

MILWAUKEE, Nov. 26, 2012 /PRNewswire/ -- Northwestern Mutual today announced that it will launch a series of NCAA bracket contests on its Facebook page during select NCAA® Championships, beginning with Women's Volleyball in November. The bracket contests mark the first time an NCAA Corporate Champion is extending the excitement normally associated with Division I Men's Basketball to other key championships, including Men's Ice Hockey, Women's Softball, Men's Lacrosse and Men's Baseball.

To view the multimedia assets associated with this release, please click:http://www.multivu.com/mnr/53664-northwestern-mutual-unveils-ncaa-bracket-contest-women-s-volleyball

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

"As a company we're passionate about college athletics, and we know our clients are too. So we're excited to help fans celebrate their favorite sports in a way that hasn't been possible until now," said Conrad York, vice president of marketing at Northwestern Mutual. "These contests offer an interesting twist. Participants can measure their risk tolerance after filling out their bracket. Do they play it safe or favor Cinderella stories, and does this match their financial decision-making preference?"

Beginning today, fans can visit Northwestern Mutual on Facebook, like the page, and fill out a bracket. The deadline for entry is Thursday, November 29 at 12:30 p.m. EST. Fans who complete a bracket will receive a unique Northwestern Mutual Risk and Reward Score based on their overall selection of upsets and favorites. The winner with the closest final bracket will win a $500 dollar gift card to the NCAA Shop, while one additional randomly selected participant will receive a $100 dollar gift card to the NCAA Shop.

Northwestern Mutual will introduce additional NCAA bracket contests on Facebook throughout 2013 for Men's Ice Hockey in April, Women's Softball and Men's Lacrosse in May, and Men's Baseball in June. Women's soccer will also be introduced in the fall of 2013.

Northwestern Mutual announced a corporate partnership with the NCAA in January, including exclusivity in the life insurance, wealth management and retirement planning service categories.

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.

NCAA is a trademark of the National Collegiate Athletic Association.

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