

Northwestern Mutual, NCAA® Extend Partnership Through 2020

Deal includes added Mutual Fund category exclusivity

MILWAUKEE, April 7, 2014 /PRNewswire/ -- [Northwestern Mutual](#) announced today it has extended its partnership with the National Collegiate Athletic Association (NCAA®) through 2020, through a deal with CBS Sports® and Turner Sports®. In addition to maintaining NCAA marketing and promotional rights in the life insurance, wealth management and retirement planning services categories, the deal means that the company also will have exclusivity in the mutual fund category, beginning in 2015. The agreement includes usage of the NCAA approved trademarks and logos for 89 championships across 23 sports, including basketball, football, baseball, hockey and more.

"When we first became an official NCAA partner, we knew it would be a natural fit, but just three years in we're extremely pleased with how the sponsorship has allowed us to connect with our clients in ways unlike ever before," said Conrad York, vice president of marketing. "Northwestern Mutual's financial representatives have enjoyed hosting activities in their local markets where NCAA championships have taken place, and we've enjoyed working with student-athletes who have decided to pursue financial careers. We're excited to continue working with the NCAA through at least the remainder of the decade."

Northwestern Mutual became an NCAA Corporate Partner in 2012 with an original agreement through 2015. The new deal extends the term through August 31, 2020.

The agreement also allows Northwestern Mutual to add a number of new assets to its line-up of existing NCAA sponsorship activities to engage clients and prospects. Beginning in 2015, Northwestern Mutual will be the presenting sponsor of the Coaches vs. Cancer Classic Championship broadcast on Turner Sports. The new deal also includes increased on-air features during the NCAA Division I Men's Basketball Championship and category exclusive camera visible on-court signage, and maintains the company's role as presenting sponsor of the First Four®.

"Northwestern Mutual is committed to college sports and supporting NCAA student-athletes and this partnership has been a great example of how a sponsor can successfully activate across many of our championship platforms," said Keith Martin, NCAA managing director of marketing and broadcast alliances. "We look forward to extending our partnership for years to come."

Since becoming an official sponsor, Northwestern Mutual has focused on creating meaningful programs around college sports. In 2012, the company raised more than \$200,000 for [Kosair Children's Hospital](#) in Louisville, KY and [Kentucky Children's Hospital](#) in Lexington, KY by auctioning off commemorative pieces of the floor, signed by Coach John Calipari, on which the University of Kentucky basketball team won the Division I Men's Basketball national championship. The company was able to raise an additional \$250,000 for Kosair Children's Hospital in 2013, acquiring the floor on which the University of Louisville won its championship and auctioning off pieces signed by Coach Rick Pitino. Northwestern Mutual has activated around a variety of other Division I sports as well, including hockey, baseball, softball, lacrosse and women's volleyball.

About Northwestern Mutual

Northwestern Mutual has helped clients achieve financial security for 157 years. As a mutual company with \$1.5 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 is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: life insurance, long-term care insurance, disability income 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; Northwestern Long Term Care Insurance Company; and Russell Investments.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 450,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and www.ncaa.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes.

NCAA, Final Four, First Four and March Madness are trademarks of the National Collegiate Athletic Association.

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