

Northwestern Mutual is One of the "World's Most Admired" Companies

MILWAUKEE, March 1, 2012 /PRNewswire/ -- On the eve of its 155th anniversary, [Northwestern Mutual](#) is being honored again as one of the "World's Most Admired Companies" in the life insurance industry, according to executives, directors and analysts worldwide responding to *FORTUNE*® magazine's 2012 annual survey. All "World's Most Admired Companies" industry rankings will be featured in *FORTUNE* magazine's March 2012 edition.

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The financial security company led its industry in the attribute of "Quality of Products and Services." In addition, Northwestern Mutual is the highest-ranking life insurance company on the global survey that operates only in the U.S., ranking fourth in its category.

Since 1983, *FORTUNE* magazine has surveyed industry executives and analysts 38 times to identify the companies that are among the "Most Admired" in their industry; 38 times, Northwestern Mutual has earned that distinction.(i)

"We are thrilled to be consistently recognized as a most-admired business by trusted industry experts and peers worldwide," says John E. Schlifske, chairman and chief executive officer. "This ranking reflects our 155-year track record of strong financial performance, and our ability to thrive in any economic environment."

The *FORTUNE* "World's Most Admired Companies" study asked top executives and directors from eligible companies – as well as financial analysts – to determine which companies have the strongest reputations within and across industries.

The *FORTUNE* honor is one of many recent company accolades:

[Northwestern Mutual maintains the highest financial strength ratings](#) awarded to any life insurer by all four of the major credit rating agencies: Fitch (August 2011), Standard & Poor's (August 2011), A.M. Best (February 2011) and Moody's (October 2011).

[Northwestern Mutual pays industry-leading dividends](#) of nearly \$5 billion. The company expects to pay more than double the ordinary life insurance dividends of its nearest competitor.

Northwestern Mutual leads all large insurers with the highest [customer satisfaction score](#) for the third year in a row, according to the American Customer Satisfaction Index's (ACSI) fourth quarter 2011 report.

Tomorrow, Northwestern Mutual will celebrate its 155th anniversary, marking its founding on March 2, 1857.

About Northwestern Mutual

The Northwestern Mutual Life Insurance Company – Milwaukee, WI (Northwestern Mutual) has helped clients achieve financial security for more than 150 years. As a mutual company with \$1.3 trillion of life

insurance protection in force, Northwestern Mutual seeks to share its gains, where possible, with policyowners and deliver consistent and dependable value to clients over time. Northwestern Mutual is an industry leader in total individual life insurance and disability insurance dividends paid to participating policyowners. Though dividends are not guaranteed, are reviewed annually and are subject to change, the company has paid life insurance dividends every year since 1872. 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; Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; Northwestern Long Term Care Insurance Company; and Russell Investments.

(i) Led "America's Most Admired" 24 times: 1983 to 2007; survey wasn't conducted in 2001. Led "World's Most Admired" survey 9 times (1999-2000, 2002-2006, 2011-2012)

SOURCE Northwestern Mutual

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