

## Northwestern Mutual Distributes Arbor Day YouTube Video to Highlight the Importance of Long-term Planning

MILWAUKEE (BUSINESS WIRE), April 25, 2011 - Northwestern Mutual is honoring Arbor Day by distributing a [video e-card](#) to commemorate the nationally celebrated observance that encourages planting and caring for trees. The 75-second animated video highlights the metaphor of planting a firm foundation – both environmentally and financially.

Consumers will be able to access and send the video e-card by visiting <http://www.youtube.com/watch?v=rwMseBt93No> from April 25 to May 1, 2011.

The [Arbor Day video](#) builds upon the company's ongoing consumer campaign highlighting [Client Stories](#) and the unique attributes and [long-term value of permanent life insurance](#).

### Foundation grant to strengthen Arbor Day Foundation

The [Northwestern Mutual Foundation](#) is announcing a \$10,000 grant for the Arbor Day Foundation, the largest nonprofit membership organization dedicated to planting trees, with over one million members, supporters, and valued partners.

### About Northwestern Mutual

The [Northwestern Mutual Life Insurance Company](#) – Milwaukee, WI (Northwestern Mutual) – the “World’s Most Admired” life insurance company in 2011 according to FORTUNE® magazine – has helped clients achieve financial security for more than 150 years. As a mutual company with \$1.2 trillion of [life insurance](#) protection in force, Northwestern Mutual seeks to share its gains with policyowners and deliver consistent and dependable value to clients 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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