

Northwestern Mutual Foundation Donates \$100,000 to American Red Cross To Aid Tornado Relief Efforts in the Southeast

MILWAUKEE ([BUSINESS WIRE](#)), May 05, 2011 - The [Northwestern Mutual Foundation](#) is making a \$100,000 donation to the American Red Cross to provide immediate relief to citizens following the devastating tornadoes that hit Southeastern states over the past month.

[Northwestern Mutual](#) has offices in affected areas and has learned that some associates have been impacted by the severe weather. The extended Northwestern Mutual family is prepared to help colleagues through this difficult time and will be addressing needs directly with the local offices.

"In the wake of such widespread devastation, it is imperative that we unite to help those most affected," said John Schlifske, Northwestern Mutual chairman and chief executive officer. "This disaster hits home for us. Our collective thoughts are with the victims – we hope for a quick and effective recovery. We also encourage those who can help to do so now. One way to do so is through the American Red Cross."

Since March 31, spring storms have resulted in tornadoes, floods and severe weather in Southeastern states. These events have destroyed thousands of homes and uprooted millions of lives across the country.

The Northwestern Mutual Foundation's \$100,000 donation will be used at the discretion of the American Red Cross to help relief efforts in the most affected areas.

The donation is being made during a tour where Northwestern Mutual Chairman and CEO John Schlifske and Steve Forbes, chairman and editor in chief of Forbes Media, will speak to business and community leaders in seven cities around the U.S. this week, including Raleigh, N.C. and Charlotte, N.C.

Northwestern Mutual is promoting the cause through various channels including the company's [corporate website](#), its [Twitter page](#) and its [Facebook](#) fan page. The company encourages employees, policyowners, clients and the public to pledge personal donations directly to the American Red Cross: <http://www.redcross.org/donatemoney>.

About the American Red Cross

The American Red Cross shelters, feeds and counsels victims of disasters. The Red Cross is a charitable organization -- not a government agency -- and depends on volunteers and the generosity of the American public to perform its humanitarian mission. For more information, please visit www.redcross.org.

About Northwestern Mutual Foundation

The mission of the [Northwestern Mutual Foundation](#) is to build strong, vibrant communities that serve as a legacy to future generations. Over the past decade, the Foundation has donated \$170 million to nonprofit organizations across the country; in fiscal year 2010 alone, the Foundation contributed more than \$15 million.

[Northwestern Mutual](#) is the World's Most Admired Life Insurance Company, according to executives, directors and analysts worldwide responding to FORTUNE® magazine's 2011 annual survey.

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 \$1.2 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](#).

Further information can be found at <http://www.northwesternmutual.com>.

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