

Northwestern Mutual Leads in Long-Term Value of Permanent Life Insurance

MILWAUKEE ([BUSINESS WIRE](#)), May 25, 2011 - For consumers seeking the best long-term value of their permanent life insurance, [Northwestern Mutual](#) is the company to consider. Based on data compiled by *Blease Research* in its *Full Disclosure 2011 Whole Life Edition*, Northwestern Mutual's permanent life insurance provides the highest cash value rate of return¹ among major insurance companies. The company outperforms the nearest competitor by 25%, and has increased its lead for five consecutive years².

"We are proud that our permanent life product is the leader in delivering value over time," says Dave Simbro, Northwestern Mutual vice president. "It underscores what we know to be true: that the company's exceptional financial strength and stability, combined with an unwavering focus on clients' long-term needs, is a clear differentiator in the marketplace."

Over a 20-year period ending in 2011, the actual cash value return of Northwestern Mutual's flagship permanent life insurance product was 25% greater than the nearest major competitor.

"Financial security is a lifelong journey, and permanent life insurance plays an important role at every stage," continues Simbro. "Whether it's providing financial protection for your loved ones in the event of your death, offering protection for your business or providing an income stream in retirement, permanent life insurance plays a key role. Delivering the best value to our policyowners means they have the advantage in achieving long-term financial security."

Client stories validate policy value

Further validating the long-term value of Northwestern Mutual permanent life insurance, the company's Facebook page features a series of [Client Stories](#) that demonstrate how life insurance has helped individuals, families and small business owners to achieve life goals and take care of loved ones. The collection of narratives and videos highlight policyowners and their families for whom a Northwestern Mutual permanent life insurance policy has provided considerable opportunities through its consistency, flexibility and strong foundation.

About [Blease Research](#)

Blease Research, which compiles data supplied by more than 50 leading life insurance companies, has published its *Whole Life Edition* report annually since 1999, providing brokers, agents, financial planners, advisors and individuals an independent source of policy information.

About Northwestern Mutual

The Northwestern Mutual Life Insurance Company – Milwaukee, WI ([Northwestern Mutual](#)) is the "World's Most Admired Company" 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 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](#).

¹ Source: Blease Research Full Disclosure 2011 Whole Life Edition (www.full-disclosure.com). Cash value internal rates of returns (IRRs) are based on actual dividends used to purchase additions. The IRR is the level annual return needed on premium to produce the respective value or benefit. A higher IRR is, of course, more favorable. The IRRs do not take into account the time value of money.

² Policy results are based on \$250,000 whole life policies issued in 1991 to 45 year old males (best underwriting class unless otherwise noted). Premiums vary by company.

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