

## Northwestern Mutual Launches Client Stories Video Showing Two Florida Parents That Value the Strength and Stability of Permanent Life Insurance

MILWAUKEE ([BUSINESS WIRE](#)), May 31, 2011 - Northwestern Mutual, the “World’s Most Admired” life insurance company in 2011 according to FORTUNE® magazine, has introduced [a new video](#) in its Client Stories [Facebook](#) series, focusing on the personal financial security story of Brian and Jill in Florida.

Brian describes his decision to purchase a life insurance policy shortly before marrying Jill in 2005. He explains that although many of their family and friends struggled through tough economic times, both he and Jill know that their family has a safe and stable financial future to look forward to, helping them to sleep better at night.

“It’s easy to relate to real people with real needs, like Brian and Jill, who want to ensure their children have a future free of financial worries,” said David Simbro, vice president of life products, Northwestern Mutual. “Brian and Jill face many of the same challenges most of us have faced over the past few years. They have chosen to take control of their future though, and have put in place long term strategies that will help secure their financial security both today and tomorrow.”

Videos in the Northwestern Mutual Client Stories series aim to share the approaches and success stories of individuals whose financial representatives have helped develop a plan based on clients’ goals to help them achieve their life ambitions. A new video will appear each month in 2011.

From starting a small business to meeting retirement goals, or by simply taking care of loved ones, [the Client Stories series](#) illustrates the importance of comprehensive holistic planning, and how solutions like permanent life insurance can create financial security for today and tomorrow.

### 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 \$1.2 trillion of [life insurance](#) protection in force, Northwestern Mutual shares, where possible, its gains with policyowners and delivers 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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