

# Northwestern Mutual Signs PGA TOUR Champion Golfer Mark Wilson to Multi-Year Sponsorship

MILWAUKEE ([BUSINESS WIRE](#)), June 09, 2011 - Four-time PGA TOUR champion golfer Mark Wilson has signed a multi-year sponsorship agreement with [Northwestern Mutual](#), the “World’s Most Admired” [life insurance](#) company in 2011 according to [FORTUNE® magazine](#).

Four-time PGA TOUR champion golfer Mark Wilson (Photo: Business Wire)

Under the terms of the agreement, Northwestern Mutual’s logo will be prominently displayed on Wilson’s apparel during professional competition, beginning with the 2011 United States Open Championship, June 16-19. Additionally, Northwestern Mutual will receive category exclusivity and the right to use Wilson’s name and likeness in marketing promotions. The deal also

includes personal appearances by Wilson on behalf of Northwestern Mutual, and social media efforts throughout the agreement.

Wilson has had one of the most notable seasons on the PGA TOUR. He currently sits at third in FedExCup points, seventh on the PGA TOUR money list, and is ranked 56<sup>th</sup> in the world. He had victories at the 2011 Waste Management Phoenix Open and the Sony Open in Hawaii, earning him his first trip to the Masters. Wilson’s previous PGA TOUR wins include the 2009 Mayakoba Golf Classic and the 2007 Honda Classic.

“We are delighted to be working with Mark and are proud that he will carry the Northwestern Mutual banner into the U.S. Open and beyond,” said John E. Schlifske, chairman and CEO of Northwestern Mutual. “In golf – as in financial security – it’s about doing the little things right with consistency over time that produces extraordinary results. Mark is a great ambassador of that message.”

Among Wilson’s highlights from 2011, he played the final 40 holes of the Sony Open in Hawaii without a bogey and capped off a 36-hole marathon final day with rounds of 65-67 to win at 16-under 264.

“I am excited to join Northwestern Mutual, a leader in financial security from my home state of Wisconsin,” said Wilson, who is represented by Wasserman Media Group. “It is very fitting to kick-off our partnership at the U.S. Open and I look forward to working together on many initiatives in the coming years.”

Northwestern Mutual will have a strong advertising presence during the U.S. Open Golf Tournament, including television commercials airing Thursday, June 16 and Friday, June 17 during ESPN’s daytime and primetime coverage. In addition, print advertisements are running in June issues of *GOLF* Magazine and *SI GOLF* Plus. Additionally, Northwestern will be the exclusive sponsor of the “Top 100 Courses in the US & the World” list in the September issue.

## 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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