

3 REASONS TO CHOOSE NORTHWESTERN MUTUAL

1 *Northwestern Mutual is the only company to lead its industry on the “America’s Most Admired Companies” survey for 25 years.*

FORTUNE
MAGAZINE

Northwestern Mutual is one of the “World’s Most Admired” life insurance companies,¹ leading its industry in the attributes of:

- Financial soundness
- Quality of products/services
- Long-term investment
- Quality of management
- Use of corporate assets
- People management
- Social responsibility

2 *Northwestern Mutual has consistently received the best possible insurance financial strength ratings.²*

Moody’s, April 2009	Aaa	22 years
Standard & Poor’s, June 2009	AAA	22 years
Fitch Ratings, June 2009	AAA	18 years
A.M. Best Company, June 2009	A++	33 years

3 *Northwestern Mutual has paid more dividends than any other company in the industry for the past 12 years.³*

We have paid dividends every year since 1872. In 2008, we paid more than twice the dividends of the nearest competitor.

¹ According to executives, directors and analysts responding to FORTUNE® magazine’s March 16, 2009 annual survey.

² A.M. Best 1976-2009, Fitch, 1991-2009, Moody’s, 1987-2009, Standard & Poor’s, 1987 -2009. Third-party ratings are subject to change.

³ A.M. Best Company, 2009: is limited to ordinary and group life insurance dividends. Dividends are reviewed annually, subject to change and are not guaranteed.

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Northwestern Mutual®