

FORTUNE® MAGAZINE'S "AMERICA'S MOST ADMIRABLE"

For 25 years, FORTUNE® Magazine has surveyed life and health insurance companies, asking which company they most admire in the industry. And in each of those 25 years, our peers have named Northwestern Mutual "America's Most Admired" life/health insurance company. We thank them for distinguishing us among what we consider a most distinguished group.

TOP 5 MOST ADMIRABLE

FINANCIAL INDUSTRY
Insurance: Life and Health
2007 Survey Results*:

Northwestern Mutual	7.36
New York Life	6.97
Massachusetts Mutual Life	6.89
Principal Financial	6.70
Prudential Financial	6.69

More than 622 companies in 65 different industry groups are rated on eight attributes of corporate reputation.

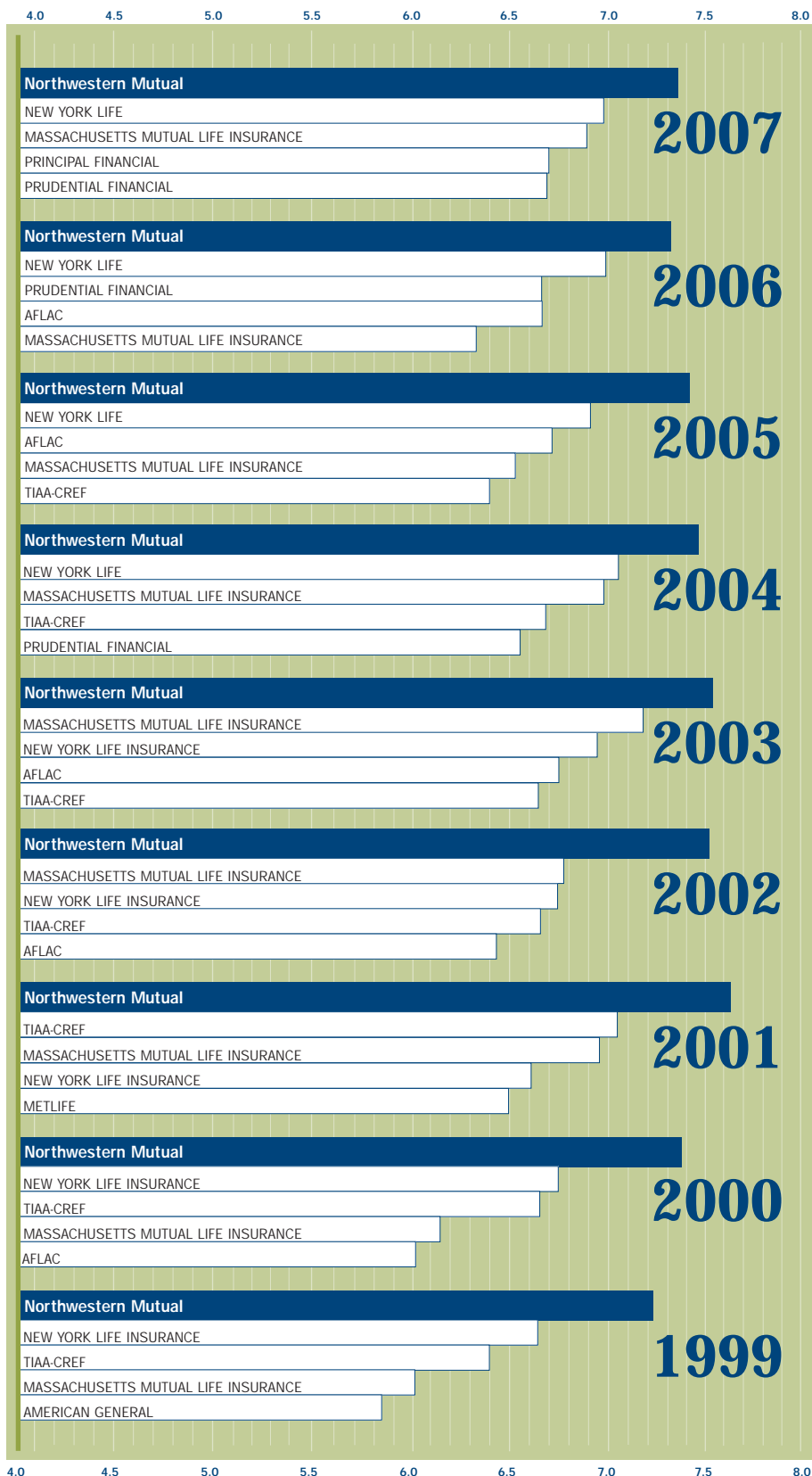
FORTUNE® magazine asked senior executives, outside directors and securities analysts to rank the top 10 companies in their respective industries on:

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

Northwestern Mutual ranked first in seven of these categories.

WINNING STREAK

Northwestern Mutual (life and health insurance) is the only company to rank first in its industry every year since 1983.



*FORTUNE® Magazine, March 17, 2008.