

FORBES AND NORTHWESTERN MUTUAL ANNOUNCE PARTNERSHIP BRINGING NEW SECTION TO FORBES.COM

New York, NY (February 16, 2010) – Forbes and Northwestern Mutual today announced they will present *Fact & Comment with Steve Forbes*, a new section on Forbes.com. [This new section](#) within the Opinions channel is an extension of Chairman and Editor-in-Chief Steve Forbes' popular magazine column, *Fact & Comment*. The strong opinions and consistent voice of Steve Forbes will join forces online with the perspectives of Forbes editors and noted contributors to bring to light some of the most critical issues impacting our world today.

“Forbes has enjoyed a decades-long relationship with Northwestern Mutual, one of the finest companies in its industry,” said Steve Forbes, Chairman and Editor-in-Chief of Forbes. “As we continue progressing into the digital age at Forbes, we are pleased that Northwestern Mutual will be bringing *Fact & Comment* to the Web.”

Fact & Comment online will include editorial features and multimedia content covering everything from emerging markets to the importance of innovation to key components of leadership and economic issues. Northwestern Mutual is the exclusive sponsor of this new section.

“The partnership between Forbes and Northwestern Mutual is a natural fit,” said Edward Zore, Chairman and CEO of Northwestern Mutual. “Both of us have an interest in delivering knowledge, guidance and resources to people, enabling them to better understand their financial reality and, ultimately, achieve financial security.”

About Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches on average more than 17 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 6 million readers. It also publishes *ForbesLife* and *ForbesWoman* magazines, in addition to licensee editions in China, Croatia, India, Israel, Korea, Poland, Romania, Russia and Turkey.

Other Forbes Media Web sites are: Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach on average nearly 40 million business decision makers each month.

About Northwestern Mutual

Northwestern Mutual has helped clients achieve financial security for more than 150 years. Through its exclusive distribution force, 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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