

strength

BUILDING ON A STRONG REPUTATION

What makes Northwestern Long Term Care Insurance Company stand out from other long-term care insurers?



Once you decide what type of long-term care insurance policy you want...

...consider only insurers with a top rating for financial strength. You might pay premiums for 30 years and receive benefits for 10 more, so you want an insurer that will be around at least that long.

Source: Clements, Jonathan. "The Flawed, Expensive Insurance Policy That You Really Ought to Consider," *The Wall Street Journal*, October 13, 2004.

NORTHWESTERN LONG TERM CARE INSURANCE COMPANY:

- Is a wholly owned subsidiary of The Northwestern Mutual Life Insurance Company, a company for 23 years named the World's Most Admired life insurance company by a FORTUNE® Magazine survey.¹
- Is currently the only company selling long-term care (LTC) insurance with the best possible insurance financial strength ratings from the four major rating services.
- Has over 63,000 long-term care policies in force totaling in excess of \$119 million in issued premium.²
- Has a history of offering new policy features to existing policyowners whenever possible and practical.³
- Has not raised rates on **new** or **in-force** long-term care insurance policies.
- Offers a participating long-term care insurance policy, and announced a \$3.9 million dividend for 2007.⁴

Northwestern Long Term Care Insurance Company ratings:⁵

A++	AAA	AAA	Aaa
A.M. BEST	STANDARD & POOR'S	FITCH RATINGS	MOODY'S
Superior	Extremely Strong	Extremely Strong	Exceptional
Highest Rating	Highest Rating	Highest Rating	Best Possible Rating

¹ FORTUNE, "The World's Most Admired Companies," March 10, 2006.

² Northwestern Long Term Care Insurance Company data as of year-end 2006.

³ QuietCare® RR Series policyowners were sent a Benefit Upgrade offer in 2002. This offer included an amendment making their policies participating (eligible to receive dividends if warranted), and an offer to increase their Assisted Living Facility Maximum Daily Limit from 75% to 100% of Nursing Home Maximum Daily Limit and to include Caregiver Training Benefit. All of these enhancements were offered to policyowners at no additional charge. NLTC policyowners automatically received the Participation Amendment, but were required to sign and return the Benefit Upgrade Acceptance Form to the NLTC Administration Office in order to receive the Benefit Upgrade Amendment.

⁴ Neither the existence nor the amount of a dividend is guaranteed in any given year. Decisions with respect to the determination and allocation of divisible surplus are left to the discretion and sound business judgment of the Board of Directors. There is no guaranteed specific method or formula for the determination and allocation of divisible surplus. Northwestern Long Term Care Insurance Company's approach is subject to change.

⁵ The four agencies listed base ratings on the financial strength of the insurance company. These ratings are not recommendations of specific policy provisions, rates or practices of the insurance company. Since its entrance into the long-term care insurance market in 1998, all four agencies have given Northwestern Long Term Care Insurance Company the best possible insurance financial strength ratings. At the time of this publication, our most current ratings are for the following dates: A.M. Best (2006), Fitch Ratings (2006), Moody's (2006) and Standard & Poor's (2006).

INDUSTRY EVOLUTION

Many of our competitors have either abandoned the long-term care insurance marketplace or have merged their product line with another company. Of the top ten companies selling long-term care insurance in 1996, many are no longer selling long-term care insurance today and few are of the same ownership.

Northwestern Long Term Care Insurance Company began issuing long-term care insurance in 1998 only after closely examining the long-term care insurance marketplace, and we have quickly moved into the top ten in newly issued business while pricing to promote long-term stability.

1996 Top Ten Writers of Long-Term Care Insurance*	2006 Top Ten Writers of Long-Term Care Insurance*
AAL (Aid Association for Lutherans)	Allianz
Aegon	Bankers Life & Casualty
Conseco	Genworth (formerly AMEX & GE)
CNA	John Hancock (Manulife)
Fortis/Time	Massachusetts Mutual
GE Capital	MedAmerica
IDS Life	MetLife
John Hancock	New York Life
Pioneer Life of Illinois	Northwestern Long Term Care Insurance Company
The Travelers	Prudential

Examples of companies that have discontinued selling long-term care insurance since 1996

- AAL (Aid Association for Lutherans/ Thrivent Financial for Lutherans)
- Aegon** (Bankers United, Life Investors, Monumental Life, PFL and Transamerica)
- AMEX
- CNA (Individual)
- Conseco Senior Health
- Fortis/Time
- IDS Life
- Lincoln Benefit
- Mutual Protective/Medico
- Pioneer Life
- TIAA Cref
- Transport Life
- The Travelers

*In alphabetical order as reported by LIMRA International in 2005.

**Announced discontinuing new LTC sales during 2005.

Competing in the long-term care insurance market

Smaller companies generally have limited capital; lack established, reliable distribution; and don't have the resources necessary to adequately write and monitor business to effectively compete in the difficult individual long-term care market. Diversity of products and access to additional capital are necessary to compete in the long-term care market over time.

Source: "Problems Persist For Long-Term Care Insurance," A.M. Best Special Report, December 29, 2003.

Northwestern Long Term Care Insurance Company's LTC insurance policy contains exclusions and limitations.

Northwestern Long Term Care Insurance Company, a subsidiary of The Northwestern Mutual Life Insurance Company, Milwaukee, WI
www.nmfn.com

LTC Policy Form: RS.LTC.(1101) or state equivalent
90-2299 LTC (0505) (REV 0107)



Northwestern Long Term Care Insurance Company™

A Northwestern Mutual Company