

Northwestern Mutual Celebrates the 25th Anniversary of One of their Top Wealth Management Advisors, Louis S. Cannataro

MILWAUKEE, WI, February 2017— Louis S. Cannataro, Partner at Cannataro Park Avenue Financial (CPAF) and Wealth Management Advisor of Northwestern Mutual, (ChFC[®], AEP[®], REBC[®], CASL[®], CLU[®], CLTC[®]), celebrates his 25th year in the world of financial planning at Northwestern Mutual.

Mr. Cannataro joined Northwestern Mutual in November 1991 and was the leading advisor within his year in his region. Through his leadership and oversight, we're proud to acknowledge that CPAF has continued to grow into one of the top performing wealth advisory practices within the Northwestern Mutual System over the last 25 years. Lou has continually received numerous honors over the years and most recently, was awarded the Financial Security Award. This award recognizes outstanding individuals who have demonstrated commitment to serving a client's needs through comprehensive financial planning.

"We are very proud of Mr. Cannataro's success and even more so of being part of the Northwestern Mutual family," said John Schlifske, Chairman and Chief Executive Officer, Northwestern Mutual. "Advisors of highly successful practices like Lou's, think a little differently of their role in the client advisor relationship. Rather than thinking of themselves as their clients' investment professional, advisors should think of themselves as their clients' coach; someone who is a leader and can manage one's expectations, while being honest and empathetic. A coach is someone who understands their own limits and can manage relationships with other experts to provide solutions, while helping their team remain focused and move towards their collective goals. Lou's practice has successfully guided hundreds of families with multiple generations and businesses in getting their financial affairs in order, ultimately making a significant difference in the lives of others."

Mr. Cannataro attributes his early success and growth over the last 25 years to this very philosophy on building dedicated long-term relationships with his clients.

About Cannataro Park Avenue Financial

Cannataro Park Avenue Financial is located at 245 Park Avenue in New York City. For more information on Northwestern Mutual, its subsidiaries and affiliates, please visit: <http://cpaf.nm.com/>.

Louis Cannataro uses Cannataro Park Avenue Financial as a marketing name and is not a legal entity or separate business. Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI (NM) (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries.

Louis S Cannataro is a Representative of Northwestern Mutual Wealth Management Company[®] (NMWMC), Milwaukee, WI (fiduciary and fee-based financial planning services), a subsidiary of NM and federal savings bank. Representative is an Insurance Agent of NM, and Northwestern Long Term Care Insurance Company, Milwaukee, WI (long-term care insurance) a subsidiary of NM, and a Registered Representative of **Northwestern Mutual Investment Services, LLC** (NMIS) (securities), a subsidiary of NM, broker-dealer, registered investment adviser and member FINRA and SIPC.

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