Cannataro Park Avenue founder Lou Cannataro, ChFC, REBC, AEP, CASL, CLU, MBA named Top 400 Financial Advisor across the nation by the Financial Times.

Brent Schutte, Chief Investments Strategist, says "Lou's long-term success and strategic approach to investing, greatly aligns with the investment pillars at Northwestern such as strategic asset allocation, diversification, and unwavering focus on his client's risk tolerance as it relates to their long-term goals and planning.

John Schlifske, Chairman and CEO at Northwestern Mutual, commented "Mr. Cannataro's continued commitment to his clients' goals through thoughtful and insightful planning speaks volumes to his success. Lou's body of work exemplifies what a seasoned wealth manager can do by applying his vast knowledge and experience to deep rooted client relationships. "

Mr. Cannataro received Northwestern Mutual' s inaugural Financial Security Award (FSA) in 2010 leading the eastern region and has received it every year since including 2017. This prestigious accolade is awarded to those advisors providing well-rounded financial planning and comprehensive competency.

Lou is pleased with this prestigious national recognition and industry accolades, but Lou asks the question "in the end what really matters? It certainly is not what the industry or media have to say about CPAF but what our clients think! Our goal is to always earn the right to be on our client's list as their trusted advisor. Everything else simply pales in comparison".

Mr. Cannataro is also pleased to announce that Aaron Bell, Partner & VP, CHFC, CLU, CLTC, MA is serving as lead advisor and architect of our elite operations and technical systems. He has greatly contributed to CPAF's success in not only providing his business and investment acumen for existing CPAF clients but forging new relationships as well. Lou says "Aaron continues the tradition of providing our highly sought after methodical client centric planning. His dedication not only to our clients planning and their goals but his own quest for always being on the leading edge of knowledge and technology is unparalleled. Mr. Bell is one highly valued pillar of our multi-generational firm.

Mr. Cannataro likes to bring to light "CPAF is known for their financial planning across generations within our client's families and businesses. This multi-generational planning is provided to our clients and part of CPAF's DNA figuratively and literally. CPAF has advisors in each generation Baby Boomers, Generation X, Y and Millennials. Also, Louis James Cannataro CLTC completes CPAF's extensive 4 year training program in June. He will begin assisting the next generation of CPAF clients moving forward. In addition, CPAF recently welcomed one of their most recent hires Frank Patrick Cannataro.

CPAF prides itself on developing long term relationships with their clients spanning many generations. They are poised to be able to serve their clients across the nation no matter what stage of life or business phase they are in now or in the future.

About Cannataro Park Avenue Financial (CPAF)

CPAF is passionate about helping people and businesses realize their true financial potential and creating financial security for life. All team members are dedicated to delivering solutions that meet and exceed our clients' expectations. CPAF and its team of wealth of advisors are committed to serving their clients with the highest level of attention and care. CPAF is located in New York City and founded by Louis S. Cannataro, ChFC®, REBC, AEP®, CASL®, CLU®, CLTC, MBA.

About Northwestern Mutual

Northwestern Mutual has been helping families and businesses achieve financial security for more than 160 years. Through a distinctive, whole-picture planning approach, we empower our clients to make the most of every single day and plan for important moments in their future. We combine the expertise of our financial professionals with a personalized digital experience to help our clients navigate their financial lives every day. With $265.0 billion in assets, $28.1 billion in revenues, and more than $1.8 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.5 million people who rely on us for life, disability income and long-term care insurance, annuities, brokerage and advisory services, trust services, and discretionary portfolio management solutions. The company manages more than $125 billion of client assets through its wealth management and investment services. Northwestern Mutual ranks 97 on the 2017 FORTUNE 500 and is recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2018.

About the Financial Times 400

The Financial Times 400 Top Financial Advisors is an independent listing produced annually by the Financial Times (March 2018). The FT 400 is based on data gathered from advisors, broker-dealer home offices, regulatory disclosures, and the FT's research. The listing reflects each advisor's status in six primary areas: assets under management (AUM), asset growth, compliance record, experience, credentials and online accessibility. This award does not evaluate the quality of services provided to clients and is not indicative of this advisor's future performance. Neither the brokerages nor the advisors pay a fee to the Financial Times in exchange for inclusion in the FT 400.

Louis S. Cannataro | ChFC®, REBC®, AEP®, CASL®, CLU®, CLTC®, MBA
Founder & Partner | Wealth Management Advisor | Estate & Business Planning Advisor
Access existing account(s) | Weekly & quarterly market commentaries

Partners / Advisors:
| ▪ Bradley S. Bedell
| ▪ Aaron M. Bell, ChFC®, CLU®, CLTC®, MA
| ▪ Robert L. Reni, CFP®, ChFC®
| ▪ Louis S. Cannataro, ChFC®, REBC®, AEP®, CASL®, CLU®, CLTC®, MBA

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Professional Designations

• ***Chartered Financial Consultant (ChFC®)***. Your Chartered Financial Consultant® has completed the most extensive educational program required for any financial services credential. Each ChFC® has taken eight or more college-level courses on all aspects of financial planning from The American College, a non-profit educator with the highest level of academic accreditation. The average study time for the program is over 400 hours, and advisors frequently spend years earning this coveted distinction. Each ChFC® must also complete a minimum of 30 hours of continuing education every two years and must meet extensive experience requirements to ensure that you get the professional financial advice you need.

• ***Registered Employee Benefits Consultant (REBC®)***. The prestigious Registered Employee Benefits Consultant® designation is the undisputed professional credential for persons working in the dynamic fields of employee benefits, health insurance, incentive compensation, and retirement plan funding, installation and administration. The REBC® designation signifies that an individual working in these fields has attained comprehensive knowledge of the following subject matter: pensions, retirement, planning group medical plans, health insurance, long-term care, executive compensation, personnel management, and much more. The REBC designation is granted by The American College to individuals who successfully complete a challenging six course curriculum and meet additional expertise and ethics requirements.

• ***Accredited Estate Planner (AEP®).*** The Accredited Estate Planner® designation is available to attorneys, Chartered Life Underwriters, Certified Public Accountants, Certified Trust and Financial Advisors, Chartered Financial Consultants, and Certified Financial Planners®. The AEP® designation is awarded by the National Association of Estate Planners & Councils to recognized estate planning professionals who meet special requirements of education, experience, knowledge, professional reputation, and character.

• ***Chartered Advisor for Senior Living™ (CASL™)***. The Chartered Advisor for Senior Living™ (CASL™) designation is the leading credential for professionals interested in helping retirees and those facing retirement meet their financial needs in saving for retirement, developing effective estate planning strategies, structuring distributions from retirement plans, planning for health and long-term care needs, and managing life course transitions. The CASL™ designation is granted by The American College to individuals who successfully complete a challenging five-course curriculum and meet additional experience and ethics requirements.

• ***Chartered Life Underwriter (CLU®)***. A professional designation for individuals who wish to specialize in life insurance and estate planning. Individuals must complete five core courses and three elective courses, and successfully pass all eight two-hour, 100-question examinations in order to receive the designation.

• ***Certified in Long-Term Care (CLTC®)***. The Certified in Long-Term Care (CLTC®) program is the long-term care insurance industry's only independent professional designation. Created in 1999, the course is focused on the field of long-term care planning and provides legal, accounting, insurance and financial service professionals the critical tools necessary to address the subject matter with their clients.

Relationship with Northwestern Mutual

Northwestern Mutual is the marketing name for the sales and distribution arm of The Northwestern Mutual Life Insurance Company, Milwaukee, WI (NM) and its subsidiaries and affiliates. Louis S Cannataro became a representative of NM in 1991. Louis S Cannataro is a representative of Northwestern Mutual Wealth Management Company (WMC). WMC is a wholly owned company of NM and a limited purpose federal savings bank. WMC is not a broker-dealer or insurance company. Louis S Cannataro is a registered representative and an investment adviser representative of Northwestern Mutual Investment Services, LLC (NMIS). NMIS is a wholly owned company of NM, broker-dealer and member FINRA and SIPC. Louis S Cannataro is an insurance agent of NM. NM is not a broker-dealer or registered investment adviser. Louis S Cannataro may represent insurance companies in addition to NM or its affiliates.

Marketing Identity

Louis S Cannataro uses the name Cannataro Park Avenue Financial to market the products and services of Northwestern Mutual (NM), and its subsidiaries and affiliates. Cannataro Park Avenue Financial is not a registered investment adviser, broker-dealer, insurance company, subsidiary or other corporate.