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BMO HARRIS BRADLEY CENTER GATES TO GET NEW NAMES, NEW LOOK

*Kohl's Department Stores, Miller Lite, Northwestern Mutual and Potawatomi Bingo Casino
to sponsor gates as part of 'Champions of the Community' effort*

MILWAUKEE, Wis. - October 18, 2012 – The Metropolitan Milwaukee Association of Commerce and the BMO Harris Bradley Center today announced that the Center's four main entrances are taking on the names of four of metro Milwaukee's best-known corporate citizens. Kohl's Department Stores, Miller Lite, Northwestern Mutual and Potawatomi Bingo Casino have committed to multi-year gate sponsorships as part of the MMAC's "Champions of the Community" effort to generate more private-sector business support of the Center.

The new gate names take effect immediately. Interior and exterior signage, as well as other design elements, will be installed at each entrance in the next 30 days, said Marc Marotta, BMO Harris Bradley Center board chairman.

"We are thrilled to have Kohl's, Miller Lite, Northwestern Mutual and Potawatomi Bingo Casino as gate naming sponsors, and we are grateful for their support," Marotta said. "The Champions of the Community effort has made an important difference in helping to preserve and maintain the Center for the next several years. These new, sponsored entrances will be a beautiful addition to the BMO Harris Bradley Center, and also provide easily recognized landmarks for fans looking to meet or just find their way around the building."

This is the first time the BMO Harris Bradley Center has secured corporate gate sponsors, a practice that has long been in place at many other NBA arenas and sports venues, including Lambeau Field.

Kohl's will sponsor the gate at the northwest corner of the building, closest to the Bradley Center parking structure, near the corner of Sixth Street and Highland Avenue. "The Milwaukee area is important to Kohl's, as it has been home to our company and thousands of our associates for the last 50 years," said Kevin Mansell, Kohl's chairman, president and CEO. "We are pleased to be a partner in this

initiative – which supports a building and area that is important to our city – and to continue Kohl's tradition of supporting programs that make our local community a great place to live and work."

Miller Lite will sponsor the southwest gate, near the corner of Sixth and State streets. "At MillerCoors, we're committed to strengthening the communities in which we live and work, and that's especially true in Wisconsin and the greater Midwest," said MillerCoors CEO Tom Long. "The BMO Harris Bradley Center is an important contributor to the vibrancy of Milwaukee, and we're proud to do our part in solidifying the center's future."

Northwestern Mutual will sponsor the southeast gate, at the corner of Fourth and State. "At Northwestern Mutual, we're committed to doing our part to strengthen the communities where our employees live, work and play," said John E. Schlifske, chairman and chief executive officer at Northwestern Mutual. "We support the BMO Harris Bradley Center as a key provider of family entertainment that helps Milwaukee remain a great destination."

Potawatomi will sponsor the northeast gate, off Fourth and Highland. "Sponsorship of the BMO Harris Bradley Center is a good match for our two organizations since we are both in the entertainment and attractions business," said Mike Goodrich, Potawatomi Bingo Casino General Manager. "This investment signifies something much larger than signage on a door, it is vital funding that aids in preserving an important facility and organization in Milwaukee, a community in which we are deeply rooted. This is one more way Potawatomi Bingo Casino demonstrates its compassion for our community and will help keep Milwaukee a player in the national entertainment circuit."

Details of the gate sponsorships were not disclosed.

"The BMO Harris Bradley Center helps to make Milwaukee a distinct and attractive community," said Tim Sheehy, president of the MMAC. "These investments by some of the area's most respected corporate citizens will provide a foundation not only for the BMO Harris Bradley Center, but also for our future as we look forward to a new arena."

The Champions of the Community program has raised approximately \$18 million to support the Center to date, including a naming agreement with lead sponsor BMO Harris Bank. In addition to Kohl's, Miller Lite, Northwestern Mutual and Potawatomi Bingo Casino, Champions supporters include A.O. Smith Corporation, Actuant, Addison Clifton LLC, Associated Bank, Bank Mutual Corporation, Baptista's Bakery, Children's Hospital of Wisconsin, Fiduciary Management Inc., Fiserv Inc., Fred Luber, Harley-Davidson, Johnson Controls, Manpower, MGIC, Metropolitan Milwaukee Association of Commerce, Michael Best & Friedrich LLP, Park Bank, PS Capital Partners LLC, Robert W. Baird & Co., Rockwell Automation, Victory Personnel Services, Waukesha Metal Products and We Energies.

About the BMO Harris Bradley Center

The BMO Harris Bradley Center, in Milwaukee, Wis., was built through the generosity of the late Jane Bradley Pettit in memory of her father, Harry Lynde Bradley, co-founder and chairman of the Allen-Bradley Company (now Rockwell Automation). The Center is the only major, public assembly facility in North America with construction underwritten through the philanthropy of a

single family. Opened in 1988, the BMO Harris Bradley Center is home to the NBA Milwaukee Bucks, the AHL Milwaukee Admirals, the Marquette University Golden Eagles NCAA men's basketball team, and the Milwaukee Mustangs AFL team. The facility hosts an estimated 1.5 million people each year and continues to be the No. 1 entertainment destination in Downtown Milwaukee. The building was renamed the BMO Harris Bradley Center at the start of the 2012-13 basketball and concert season.

About Kohl's Department Stores

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. With a commitment to environmental leadership, Kohl's operates 1,146 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$208 million for children's initiatives nationwide through its Kohl's Cares® cause merchandise program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com, or join the discussion on Facebook <http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

About MillerCoors

Built on a foundation of great beer brands and nearly 300 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second-largest beer company in the United States, capturing nearly 30 percent of beer sales in the U.S. and Puerto Rico. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of brands across every major industry segment. The portfolio is led by the company's premium light brands: Coors Light, Miller Lite and Miller64. Coors Light, the World's Most Refreshing Beer, offers consumers refreshment as cold as the Rockies. Miller Lite established the American light beer category in 1975, offering beer drinkers a light beer that tastes like beer should. Miller64 is 64 calories of crisp, light taste that complements a balanced lifestyle. MillerCoors brews premium beers Coors Banquet and Miller Genuine Draft, and economy brands Miller High Life and Keystone Light. Tenth and Blake Beer Company, the MillerCoors craft and import division, imports Peroni Nastro Azzurro, Pilsner Urquell and Grolsch, and features craft brews from the Jacob Leinenkugel Brewing Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, Wisc., and two microbreweries, the Tenth Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. The MillerCoors vision is to create the best beer company in America through great people changing the way America enjoys beer. MillerCoors builds its brands the right way through brewing quality, responsible marketing and sustainable environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company. Learn more at MillerCoors.com, at facebook.com/MillerCoors or on Twitter through [@MillerCoors](https://twitter.com/MillerCoors).

About Northwestern Mutual

The Northwestern Mutual Life Insurance Company – Milwaukee, WI (Northwestern Mutual) – among the "World's Most Admired" life insurance companies in 2012 according to FORTUNE® magazine – has helped clients achieve financial security for more than 155 years. As a mutual company with \$1.2 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time. 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](#).

About Potawatomi Bingo Casino

Potawatomi Bingo Casino is one of two casinos owned and operated by the Forest County Potawatomi Community. It is located at 1721 W. Canal Street, Milwaukee, Wis. The casino is a showcase for high stakes bingo, offering some of the nation's highest daily payouts. A popular attraction for local guests, tourists and tour groups, the casino features blackjack, craps, poker, and roulette table games, video and reel slot machines, off-track betting, and a variety of live entertainment. Potawatomi Bingo Casino is committed to raising awareness of the risks of problem gambling, maintaining a level of first-class customer service, while investing in its most valuable asset – its 2,600 multicultural employees. Through the Forest County Potawatomi Community Foundation and Miracle on Canal Street, the casino supports numerous local charities and community organizations. Driving directions and more information about Potawatomi Bingo Casino can be obtained by calling toll-free, 1-800-PAYS-BIG or by visiting the website at www.paysbig.com.