Pricing Supplement Dated 10/15/2004 (To Prospectus dated March 5, 2004, and Prospectus Supplement dated March 5, 2004)

1. The Notes

Initial Interest Reset Date:

N/A

Filed pursuant to Rule 424(b)(5) Registration Statement Nos. 333-110499 and 333-110499-01

CUSIP: 74254PCV2



## Principal Life Insurance Company Principal <sup>®</sup> Life CoreNotes <sup>®</sup> (Callable) Issued Through Principal Life Income Fundings Trust 2004-61 (the "Trust")

The description of this pricing supplement of the particular terms of the Principal <sup>®</sup> Life CoreNotes <sup>®</sup> offered hereby, and the Funding Agreement (specified below) sold by Principal Life Insurance Company to the Trust (specified herein), the payment obligations of which are fully and unconditionally guaranteed by the Guarantee (specified below) issued by Principal Financial Group, Inc. to the Trust, supplements the description of the general terms and provisions of the notes, the funding agreements and the guarantees set forth in the accompanying prospectus and prospectus supplement, to which reference is hereby made.

## **Principal Amount:** \$3,198,000.0 Purchasing Agent Discount: 2.500% Issue Price: 100.0% Original Issue Date: 10/20/2004 Net Proceeds to the Trust: \$3,118,050.0 Stated Maturity Date: 10/15/2024 **Interest Payment Dates:** The 15th day of every sixth month commencing on 04/15/2005. **Initial Interest Payment Date:** 4/15/2005 The 1st day of every sixth month commencing on 04/01/2005. Regular Record Date: Type of Interest Rate: Fixed Rate □ Floating Rate Fixed Rate Notes: If, Yes, X Yes No. 5.50% Interest Rate: Floating Rate Notes: Yes No. If. Yes. Regular Floating Rate Notes: Yes If, Yes, No. Interest Rate: Interest Rate Basis(es): Floating Rate/Fixed Rate Note: Yes No. If, Yes, Floating Interest Rate: Interest Rate Basis(es): Fixed Interest Rate: Fixed Rate Commencement Date: Initial Interest Rate, if any: N/A

<sup>&</sup>quot;Principal  $^{\circledR}$ " is a registered service mark of Principal Financial Services, Inc. and is used under license. "CoreNotes  $^{\circledR}$ " is a registered service mark of Merrill Lynch & Co.

Interest Rate Basis(es). Check all that	apply	y:	N/A				
		CD Rate Commercial Paper Rate Treasury Rate Other (See Attached)		CMT Rate LIBOR Prime Rat			
If LIBOR:		LIBOR Reuters Page LIBOR Currency:		LIBOR M	Ioneyline Telerate Page		
If CMT Rate: Designated CMT Telerate Pag If 7052: Designated CMT Maturity Ind		Weekly Average		Monthly A	Average		
Index Maturity:	N/A	A					
Spread (+/-):	N/A	A					
Spread Multiplier:	N/A	A					
Interest Reset Date(s):	N/A	A					
Interest Rate Determination Date(s):	N/A	A					
Maximum Interest Rate, if any:	N/A	A					
Minimum Interest Rate, if any:	N/A	A					
Calculation Agent:	Citi	ibank, N.A.					
Computation of Interest: (not applicable unless different than as specifically Count Convention: (not applicable unless different than as specifically convention)	N/A	n the prospectus and prospe A	•				
Discount Note: Total Amount of Discount: Initial Accrual Period of Discount: Additional/Other Terms:		Yes	X	No.	If, Yes,		
Terms of Survivor's Option: Annual Put Limitation:			X		00 or 2%; or		
Individual Put Limitation:		□ \$ ⊠ \$250,000;		or			
Trust Put Limitation:				5 2%; or \$			
Redemption Provisions: Initial Redemption Date: Redemption:	10/  X			No.	If, Yes,		
Additional Other Terms:		Any redemption date will be an Interest Payment Date falling on or after Initial Redemption Date					
Repayment: Repayment Date(s): Repayment Price: Repayment:		Yes  In whole only and not in		No.	If, Yes,		
Additional/Other Terms:		May be in whole or in part					

Securities Exchange Listing:

Authorized Denominations:

\$1,000

Ratings:

The Notes issued under the Program are rated AA by Standard & Poor's ("S&P"). Principal Life expects the Notes to be rated Aa2 by Moody's Investors Service, Inc. ("Moody's").

Purchasing Agents Purchasing Notes as Principal:			ĭ Yes		□ No.		If, Yes,
Purchasing Age	ent(s)						Principal Amount
Merrill Lynch	h						\$3,198,000.0
Total:							\$3,198,000.0
State of Organization of the Trust:		Nev	w York				
Additional/Other Terms:		No	ne				
Special Tax Considerations:		No	ne				
2. The Funding Agreement							
Funding Agreement Issuer:		Pri	ncipal Life Insur	ance	Company		
Funding Agreement No.:		8-0	1502				
Deposit:		\$3,	198,015.0				
Net Deposit:		\$3,	118,050.0				
Effective Date:		10/	20/2004				
Stated Maturity Date:		10/	15/2024				
Interest Payment Dates:		The	e 15th day of eve	ery six	th month	comn	nencing on 04/15/2005.
Initial Interest Payment Date:		04/	15/2005				
Type of Interest Rate:		X	Fixed Rate		Floating	Rate	
Fixed Rate Funding Agreement:		X	Yes		No.		If, Yes,
Interest Rate:		5.50	0%				
Floating Rate Funding Agreement:			Yes	$\boxtimes$	No.		If, Yes,
Regular Floating Rate Funding Interest Rate: Interest Rate Basis(es):	Agreement:		Yes		No.		If, Yes,
Floating Rate/Fixed Rate Fund Floating Interest Rate: Interest Rate Basis(es): Fixed Interest Rate: Fixed Rate Commencemen		:: □	Yes		No.		If, Yes,
Initial Interest Rate, if any:		N/A	A				
Initial Interest Reset Date:		N/A	A				
Interest Rate Basis(es). Check	all that apply:		CD Rate Commercial Pa Treasury Rate Other (See Atta				CMT Rate LIBOR Prime Rate

	☐ LIBOR Reuters Page LIBOR Currency:		LIBOR Moneyline Telerate Page	
If CMT Rate:  Designated CMT Telerate Page:  If 7052:  Designated CMT Maturity Index:	□ Weekly Average		Monthly Average	
	3			

Index Maturity:	N/A				
Spread (+/-):	N/A				
Spread Multiplier:	N/A				
Interest Reset Date(s):	N/A				
Interest Rate Determination Date(s):	N/A				
Maximum Interest Rate, if any:	N/A				
Minimum Interest Rate, if any:	N/A				
Computation of Interest: (not applicable unless different than as specified in the pro- Day Count Convention: (not applicable unless different than as specified in the pro-	N/A				
Discount Funding Agreement: Total Amount of Discount: Initial Accrual Period of Discount: Additional/Other Terms:	□ Yes	X	No.	If, Yes,	
Terms of Survivor's Option: Annual Put Limitation:		× □	\$2,000,000 c	_or%	
Individual Put Limitation:		⊠	\$250,000; or \$		
Trust Put Limitation:		X	\$ 2%; or \$		
Redemption:     Initial Redemption Date:     Redemption:  Additional Other Terms:	<ul> <li>☑ Yes</li> <li>☐ No.</li> <li>If, Yes,</li> <li>10/15/2008</li> <li>☑ In whole only and not in part</li> <li>☐ May be in whole or in part</li> <li>Any redemption date will be an Interest Payment Date falling on or aft Initial Redemption Date</li> </ul>				
Repayment:     Repayment Date(s):     Repayment Price:     Repayment:  Additional/Other Terms:	☐ Yes ☐ In whole on ☐ May be in v			If, Yes,	
Sinking Fund (not applicable unless specified):	N/A				
Ratings: The Funding Agreement issued under the Program is Principal Life expects the Funding Agreement to be re-		y's.			
Additional/Other Terms:	None				
Special Tax Considerations:	None				
3. The Guarantee					
Guarantee Issuer:	Principal Financial Group, Inc.				
Effective Date:	10/20/2004				
Additional/Other Terms:	None				