



Principal Life Insurance Company
Secured Medium-Term Notes
Issued Through
Principal Life Income Fundings Trust 3 (the "Trust")

The description of this pricing supplement of the particular terms of the Secured Medium-Term Notes offered hereby, and the Funding Agreement (specified below) issued by Principal Life Insurance Company ("Principal Life") to the Trust, 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.

1. The Notes

Principal Amount:	\$150,000,000	Purchasing Agent(s) Discount:	0.000%
Issue Price:	100.000%	Original Issue Date:	April 16, 2004
Net Proceeds to the Trust:	\$150,000,000	Stated Maturity Date:	October 14, 2005

Specified Currency:	U.S. Dollars		
Interest Payment Dates:	January 15, April 15, July 15 and October 15 in each year		
Initial Interest Payment Date:	July 15, 2004		
Regular Record Date:	15 calendar days prior to the Interest Payment Date		
Type of Interest Rate:	<input type="checkbox"/> Fixed Rate	<input checked="" type="checkbox"/> Floating Rate	
Fixed Rate Notes:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No.	If, Yes,	
Interest Rate:			
Floating Rate Notes:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No.	If, Yes,	
Regular Floating Rate Notes:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No.	If, Yes,	
Interest Rate:	3-Month LIBOR +.01%		
Interest Rate Basis(es):	See below		
Floating Rate/Fixed Rate Note:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No.	If, Yes,	
Floating Interest Rate:			
Interest Rate Basis(es):			
Fixed Interest Rate:			

Fixed Rate Commencement Date:

Inverse Floating Rate Note: Yes No. If, Yes,

Fixed Interest Rate:
Floating Interest Rate:
Interest Rate Basis(es):

Initial Interest Rate, if any: 1.15188%

Initial Interest Reset Date: July 15, 2004

Interest Rate Basis(es). Check all that apply:

- | | |
|---|---|
| <input type="checkbox"/> CD Rate | <input type="checkbox"/> Commercial Paper Rate |
| <input type="checkbox"/> CMT Rate | <input type="checkbox"/> Eleventh District Cost of Funds Rate |
| <input checked="" type="checkbox"/> LIBOR | <input type="checkbox"/> Federal Funds Rate |
| <input type="checkbox"/> EURIBOR | <input type="checkbox"/> Treasury Rate |
| <input type="checkbox"/> Prime Rate | <input type="checkbox"/> Other (See Attached) |

If LIBOR: LIBOR Reuters Page LIBOR Moneyline Telerate Page 3750
LIBOR Currency: U.S. Dollars

If CMT Rate:

Designated CMT Telerate Page:
If 7052: Weekly Average Monthly Average
Designated CMT Maturity Index:

Index Maturity: 3-Month

Spread: +0.01%

Spread Multiplier: Not applicable

Interest Reset Date(s): Each Interest Payment Date

Interest Rate Determination Date(s): The second London Banking Day preceding the related Interest Reset Date

Maximum Interest Rate, if any: Not applicable

Minimum Interest Rate, if any: Not applicable

Calculation Agent: Citibank, N.A.

Exchange Rate Agent: Not applicable

Computation of Interest (not applicable unless different than as specified in the prospectus and prospectus supplement):
Day Count Convention (not applicable unless different than as specified in the prospectus and prospectus supplement):

Amortizing Note: Yes No. If, Yes,
Amortizing Schedule:
Additional/Other Terms:

Discount Note: Yes No. If, Yes,
Total Amount of Discount:
Initial Accrual Period of Discount:
Additional/Other Terms:

Redemption Provisions: Yes No. If, Yes,
Initial Redemption Date:
Initial Redemption Percentage:
Annual Redemption Percentage Reduction (if any):
Redemption: In whole only and not in part
 May be in whole or in part
Additional/Other Terms:



Repayment: Yes No. If, Yes,
 Repayment Date(s):
 Repayment Price:
 Repayment: In whole only and not in part
 May be in whole or in part
 Additional/Other Terms:

Sinking Fund (not applicable unless specified):

Additional Amounts to be Paid for Withholding Tax (not applicable unless specified):

Securities Exchange Listing: Yes No. If Yes, Name of Exchange:

Authorized Denominations: \$1,000

Ratings:
 The Notes issued under the Program are rated AA by Standard & Poor's Ratings Services, a division of The McGraw-Hill Companies, Inc. ("S&P").
 Principal Life expects the Notes to be rated Aa3 by Moody's Investors Service, Inc. ("Moody's").

Purchasing Agents Purchasing Notes as Principal: Yes No. If Yes:

Purchasing Agent(s)	Principal Amount
Credit Suisse First Boston LLC	\$ 67,500,000
Morgan Stanley & Co. Incorporated	\$ 67,500,000
ABN AMRO Incorporated	\$ 3,750,000
Deutsche Bank Securities Inc.	\$ 3,750,000
Goldman, Sachs & Co.	\$ 3,750,000
Lehman Brothers Inc.	\$ 3,750,000
Total:	\$150,000,000

Purchasing Agents Acting as Agent: Yes No. If Yes:

Purchasing Agent(s)	Principal Amount
Total:	

State of Organization of the Trust: New York

Additional/Other Terms: Not applicable

Special Tax Considerations: Interest payable on the Notes will be treated as "qualified stated interest" for United States Federal income tax purposes, as it meets the specified criteria referenced in the prospectus supplement under the heading "Material United States Federal Income Tax Considerations — U.S. Holders — *Interest and Original Issue Discount.*"

2. The Funding Agreement

Funding Agreement Issuer:	Principal Life Insurance Company
Funding Agreement No.:	7-06123
Deposit:	\$150,000,015
Net Deposit:	\$150,000,000
Effective Date:	April 16, 2004
Stated Maturity Date:	October 14, 2005
Specified Currency:	U.S. Dollars

Interest Payment Dates: January 15, April 15, July 15 and October 15 in each year

Initial Interest Payment Date: July 15, 2004

Type of Interest Rate: Fixed Rate Floating Rate

Fixed Rate Funding Agreement: Yes No. If, Yes,

Interest Rate:

Floating Rate Funding Agreement: Yes No. If, Yes,

Regular Floating Rate Funding Agreement: Yes No. If, Yes,
Interest Rate: 3-Month LIBOR +.01%
Interest Rate Basis(es): See below

Floating Rate/Fixed Rate Funding Agreement: Yes No. If, Yes,
Floating Interest Rate:
Interest Rate Basis(es):
Fixed Interest Rate:
Fixed Rate Commencement Date:

Inverse Floating Rate Funding Agreement: Yes No. If, Yes,
Fixed Interest Rate:
Floating Interest Rate:
Interest Rate Basis(es):

Initial Interest Rate, if any: 1.15188%

Initial Interest Reset Date: July 15, 2004

Interest Rate Basis(es). Check all that apply:

- | | |
|---|---|
| <input type="checkbox"/> CD Rate | <input type="checkbox"/> Commercial Paper Rate |
| <input type="checkbox"/> CMT Rate | <input type="checkbox"/> Eleventh District Cost of Funds Rate |
| <input checked="" type="checkbox"/> LIBOR | <input type="checkbox"/> Federal Funds Rate |
| <input type="checkbox"/> EURIBOR | <input type="checkbox"/> Treasury Rate |
| <input type="checkbox"/> Prime Rate | <input type="checkbox"/> Other (See Attached) |

If LIBOR: LIBOR Reuters Page LIBOR Currency: LIBOR Moneyline Telerate Page 3750 U.S. Dollars

If CMT Rate:

Designated CMT Telerate Page:
If 7052: Weekly Average Monthly Average
Designated CMT Maturity Index:

Index Maturity: 3-Month

Spread: +0.01%

Spread Multiplier: Not applicable

Interest Reset Date(s): Each Interest Payment Date

Interest Rate Determination Date(s): The second London Banking Day preceding the related Interest Reset Date

Maximum Interest Rate, if any: Not applicable

Minimum Interest Rate, if any: Not applicable

Computation of Interest:

(not applicable unless different than as specified in the prospectus and prospectus supplement):

Day Count Convention:

(not applicable unless different than as specified in the prospectus and prospectus supplement):

Amortizing Funding Agreement: Yes No. If, Yes,
Amortizing Schedule:
Additional/Other Terms:

Discount Funding Agreement: Yes No. If, Yes,
Total Amount of Discount:
Initial Accrual Period of Discount:
Additional/Other Terms:

Redemption Provisions: Yes No. If, Yes,
Initial Redemption Date:
Initial Redemption Percentage:
Annual Redemption Percentage Reduction (if any):
Redemption: In whole only and not in part
 May be in whole or in part
Additional/Other Terms:

Repayment: Yes No. If, Yes,
Repayment Date(s):
Repayment Price:
Repayment: In whole only and not in part
 May be in whole or in part
Additional/Other Terms:

Sinking Fund (not applicable unless specified):

Additional Amounts to be Paid For Withholding Tax (not applicable unless specified):

Ratings:
The Funding Agreement issued under the Program is rated AA by S&P.
Principal Life expects the Funding Agreement to be rated Aa3 by Moody's.

Additional/Other Terms: Not applicable

Special Tax Considerations: Not applicable

3. The Guarantee

Guarantee Issuer: Principal Financial Group, Inc.
Effective Date: April 16, 2004
Additional/Other Terms: Not applicable