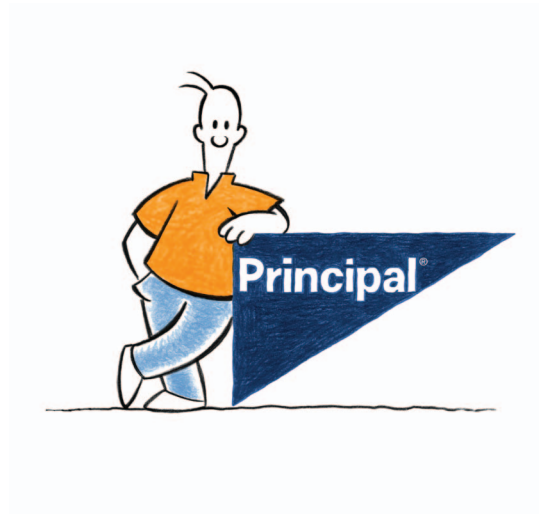


FOR INDIVIDUALS

Individual Disability Income Insurance

Help Protect Your Income and Financial Future

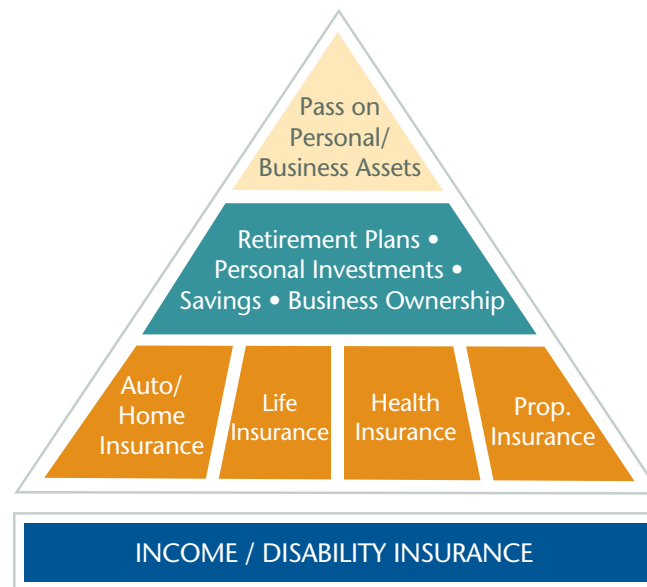


How solid is your financial foundation?

This diagram shows how to make plans for your financial future. Protecting assets is the foundation of a solid financial plan. Insurance helps you prepare for the unexpected: property damage, medical expenses, loss of life and loss of income due to disability.

Removing your income from the foundation may cause your financial plan to come tumbling down.

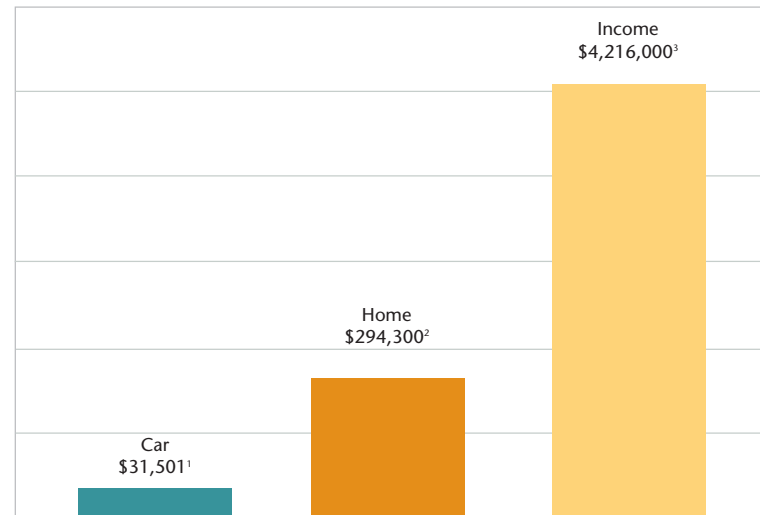
Successful Financial Strategy



When you fail to protect your income, your dreams for a comfortable retirement, college education for the kids or passing on assets may not become a reality.

What is your most valuable asset?

You insure your home and your car, but what about your income?



Your ability to work and earn an income is your most valuable asset.

¹ Motor Trend, January 2005

² www.investmenttools.com, May 2006

³ Projected cumulative income, 35-year-old earning \$6,250/month assuming 4% annual increase to age 65.

What is your earnings potential?

What would you do if you were too sick or hurt to work? If you're like most people, you would probably find it hard to maintain your current lifestyle. Your most important asset is your ability to work and earn an income!

Potential earnings to age 65
(with 5% annual salary increases)

Annual Income						
AGE	\$25,000	\$50,000	\$75,000	\$100,000	\$150,000	\$200,000
30	\$2,258,000	\$4,516,000	\$6,774,000	\$9,032,000	\$13,548,000	\$18,064,000
35	1,661,000	3,322,000	4,983,000	6,644,000	9,966,000	13,288,000
40	1,193,000	2,386,000	3,580,000	4,773,000	7,159,000	9,545,000
45	827,000	1,653,000	2,480,000	3,307,000	4,960,000	6,613,000
50	539,000	1,079,000	1,618,000	2,158,000	3,237,000	4,316,000
55	314,000	629,000	943,000	1,258,000	1,887,000	2,516,000
60	138,000	276,000	414,000	553,000	829,000	1,105,000

*Don't leave your most valuable asset unprotected.
Disability Income insurance is coverage you can't afford NOT to have.*

How would you replace your lost income?

Savings

Even if you save 10% of your salary, one year of disability could easily wipe out many years of savings.

Other income

Could you maintain your standard of living without placing additional strain on yourself and your family?

Social Security

Social Security initially denies about 65% of all disability claims.* To qualify, your disability must be expected to last at least 12 months or end in death, in addition to other requirements. You must be unable to engage in any occupation.

Borrow

What bank would lend you money if you were disabled and unable to work?

Individual Disability Income insurance provides a benefit each month if you become too sick or hurt to work. Count on Principal Life Insurance Company to help you protect your income in the event of a disability!

*Social Security Forum, Vol. 21, No. 5 – May 1999 (for fiscal year 1998)

Chances of a disability may be greater than you think!

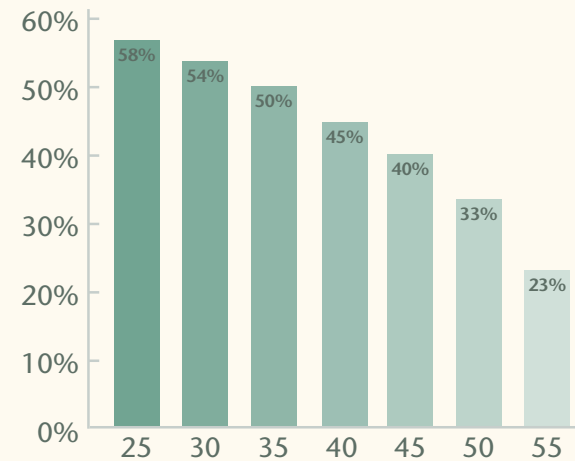
What is the chance of having at least one long-term disability, which lasts for three months or longer before reaching age 65?

AGE	PROBABILITY
30	51%
35	48%
40	45%
45	40%
50	34%

If the disability has lasted one year, what is the probability the disability will last:

	AGE 25	AGE 35	AGE 45	AGE 55
1 More Year	67%	76%	79%	81%
2 More Years	57%	67%	72%	73%
5 More Years	47%	57%	62%	62%

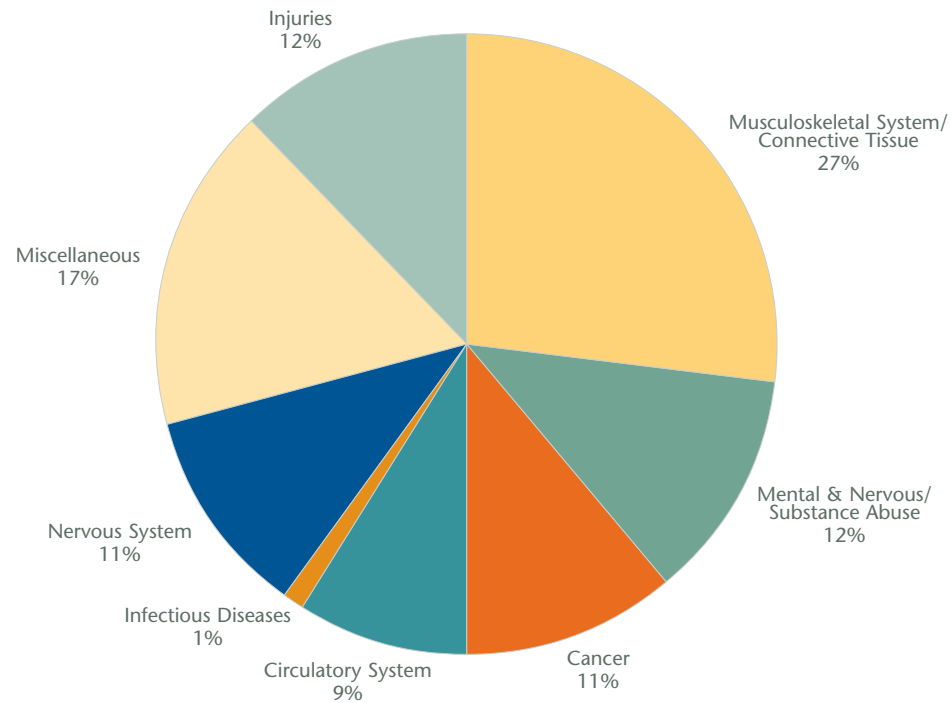
What is the chance of being disabled for life if the disability has lasted at least three months?



Individual Disability Income insurance from Principal Life Insurance Company can help reduce the financial burden associated with a disability.

Disability plays no favorites.

The causes of disability may surprise you! Here's a breakdown (by percentage of claims) of some typical reasons an individual may become disabled*:



* Principal Life disability insurance claims incurred in any year as of March 2007. The above is for illustration purposes only and is not intended as an inclusive representation of all claims.

Sample disability claims

Principal Life Disability Insurance claims as of March 2007.

OCCUPATION	AGE	DIAGNOSIS	TOTAL PAID	OCCUPATION	AGE	DIAGNOSIS	TOTAL PAID
Attorney	35	Back	\$47,232	Nurse	49	Depression	\$208,244
Attorney	64	Cancer	\$9,997	Nurse	56	Back	\$118,816
Attorney	43	Depression	\$186,411	Nurse	26	Spinal Stenosis	\$85,867
Business Owner	47	Head Injury	\$189,800	Pharmacist	55	Multiple Sclerosis	\$47,595
Business Owner	42	Nerve Disorder	\$324,307	Pharmacist	60	Parkinson's Disease	\$106,000
Business Owner	61	Depression	\$161,240	Physical Therapy	46	Rotator Cuff Injury	\$21,133
Computer Consultant	58	Heart Attack	\$173,369	Physical Therapy	46	Epilepsy	\$792,066
Computer Consultant	44	Back	\$527,583	Physical Therapy	58	Back	\$223,296
Computer Consultant	28	Cancer	\$54,867	Physician	50	Multiple Sclerosis	\$447,525
Corporate Executive	56	Heart Disease	\$434,864	Physician	58	Cancer	\$190,300
Corporate Executive	55	Multiple Myeloma	\$70,550	Physician	55	Prostate	\$71,175
Corporate Executive	44	Stroke	\$25,200	Physician	53	Back	\$74,015
CPA	51	Back	\$181,579	Psychiatrist	47	Multiple Sclerosis	\$420,462
CPA	54	Lung Disease	\$15,000	Psychologist	49	Depression	\$627,648
CPA	45	Heart Disease	\$282,900	Real Estate Agent	44	Multiple Sclerosis	\$178,447
Dentist	59	Carpal Tunnel	\$32,968	Real Estate Agent	57	Abdominal Pain	\$225,400
Dentist	39	Back	\$114,400	Veterinarian	57	Shoulder	\$102,000

The above is for illustration purposes only and is not intended as an inclusive representation of all claims.

Disability income insurance is like choosing between two jobs.

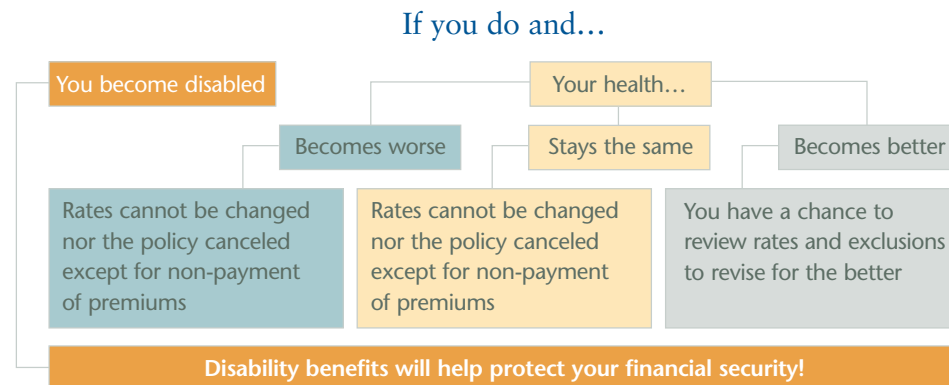
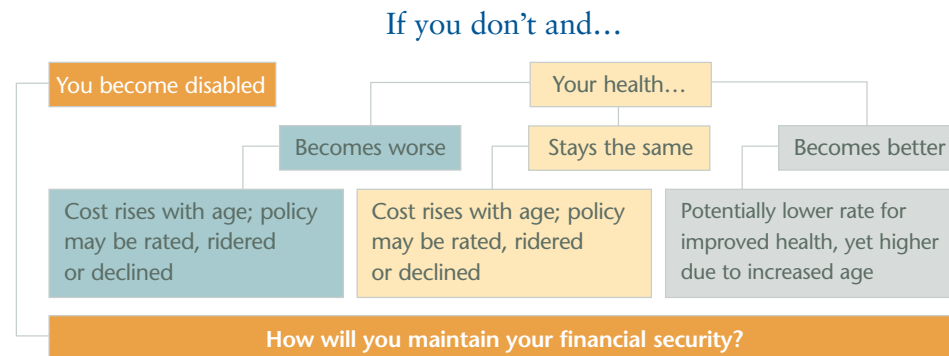
JOB A	JOB B
Annual salary \$100,000 if working	Annual salary \$98,500* if working
\$0 Income while too sick or hurt to work	\$57,600* Income while too sick or hurt to work

Which job would you rather have?

For a small percentage of your salary, Principal Life can help replace a portion of your income and help protect what it provides if you become too sick or hurt to work.

*\$100,000 less \$1,500 in hypothetical annual disability income insurance premiums. Premiums and benefit amount depend on various factors. Your local representative can illustrate the exact amount eligible for based on current underwriting guidelines. This is a hypothetical example only.

Why should you accept modified disability insurance?



Modified disability coverage is better than no coverage!



Can you afford your home without your income?

How would you meet the biggest financial obligation you face each month if you became too sick or hurt to work?

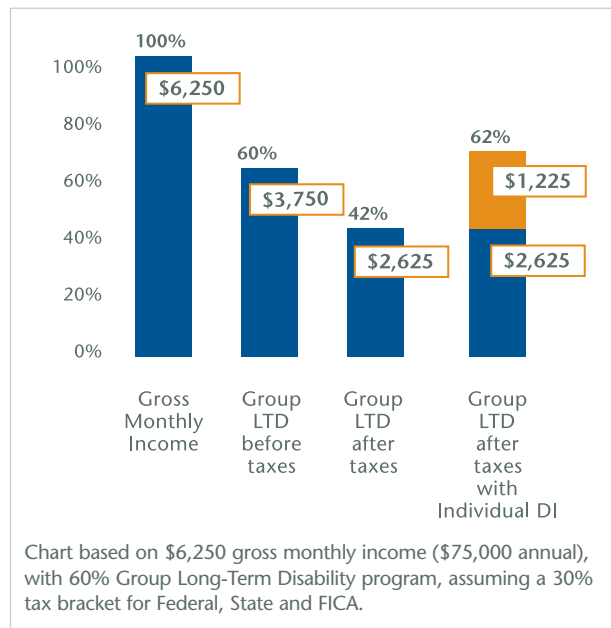
- Disability causes nearly 50% of all mortgage foreclosures, compared to 2% caused by death.
Source: Health Affairs, The Policy Journal of the Health Sphere, February 2, 2005
- According to the government, consumers in 2005 spent all they earned and then some, pushing the personal savings rate to -.5 percent. It has only been that for full years twice before (in 1932 and 1933) – during the great depression.
Source: MMMVI The Associated Press, “Americans Have Negative Savings Rate”
- Unexpected illness or injury, that is, a disability, caused at least 17 percent of personal bankruptcies in 2001 – and some say the rate is even higher.
Source: “Illness And Injury As Contributors To Bankruptcy,” Health Affairs, February 2, 2005

Help protect your ability to pay your mortgage with Individual Disability Income insurance from Principal Life Insurance Company.

Can you live on 42% of your income?

Is employer-provided group disability insurance enough?

While employer-paid benefits are valuable, the typical Group Long-Term Disability (LTD) insurance benefit is only about 60% of regular income. And that benefit is usually taxable. If your employer offers disability coverage, check to see how much benefit you'll receive should you become disabled. Then consider buying an individual disability income insurance policy to help cover a greater percentage of your income. An affordable personal policy could provide you with a monthly benefit that is income tax-free when you pay the premiums (with after-tax dollars).



Individual Disability Income insurance from Principal Life Insurance Company can help protect you and your family's financial security.

Do you have waiver of premium on your life insurance policy*?

If so, you've made a wise choice! This rider ensures that your life insurance policy will not be cancelled should a disability prevent you from earning an income and paying your premiums.

Why is this important?

Because the odds of becoming disabled before age 65 are greater than the odds of dying! In fact, during the course of your career, you are 3½ times more likely to be injured and need disability coverage than you are to die. (Commissioner's Individual Disability Tables, CSO)

What provisions have you made for your other financial obligations?

Before you:

- sell your assets
- drain your bank accounts or retirement savings
- strain your relatives' cash reserves (and relationships)
- or attempt to obtain a bank loan

...consider Individual Disability Income insurance from Principal Life Insurance Company.

For a fraction of your income, you can help minimize the financial impact a disability could cause to your overall financial security.

*Depending on the type of life insurance policy you purchase, there may be an additional cost for this rider.

Are you covered?

List your expenses and the possible sources of income you would have if you were unable to work due to an injury or illness.
Could you make ends meet?

EXPENSES

Housing	\$ _____
Utilities	\$ _____
Groceries	\$ _____
Child Care	\$ _____
College Tuition	\$ _____
Retirement	\$ _____
Auto Payments	\$ _____
Credit Cards	\$ _____
Loan Payments	\$ _____
Insurance Premiums	\$ _____
Miscellaneous	\$ _____
Disability-related Expenses	\$ _____
Total Expenses	\$ _____

INCOME

Social Security	\$ _____
Current DI Coverage	\$ _____
Other Sources	\$ _____
Total Income Shortage	\$ _____

A SOLUTION

Individual Disability Income insurance from Principal Life Insurance Company can help you pay your expenses during a disability!

Disability Income insurance has certain limitations and exclusions. For costs and complete details of coverage, contact your Principal Life representative.

What are the qualifying factors for underwriting?

	Medical history
	Occupational duties
	Financial history

When determining your eligibility for Individual Disability Income insurance, Principal Life Insurance Company considers your medical history, your occupational duties and your overall earned income.



Don't let a disability disrupt your current lifestyle and financial future.

Service from a company you can depend on

Your Individual Disability Income insurance policy is backed by the financial strength and support of a leading U.S. insurance company, Principal Life Insurance Company. Principal Life is a member of the Principal Financial Group® (The Principal®) and has the depth of resources and understanding to help secure financial futures. Principal Life:

- Was established in 1879
- Ranks in the top one percent of all U.S. domestic individual life insurers based on total assets¹
- Is the #6 provider of noncancelable individual disability income insurance based on annualized in-force premium²

Take this opportunity to get the protection you may need with a disability insurance policy from Principal Life Insurance Company.

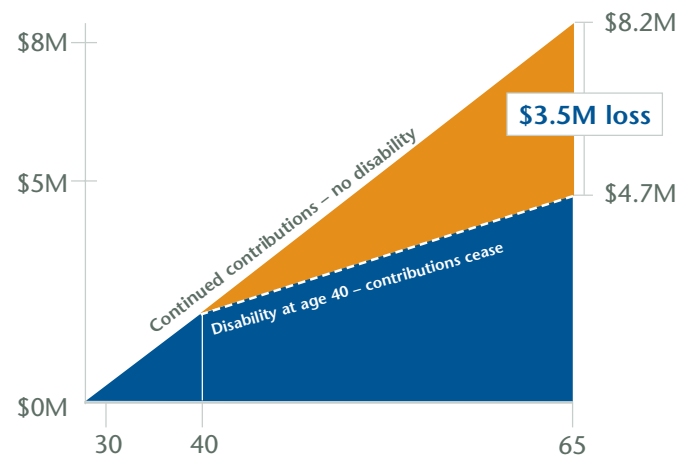
¹ Source: Highline Data LLC ranking as of 12/31/2005

² © 2007 LIMRA International, 2006 U.S. Annual Individual Disability Income Issues and In-force Survey

Dreaming about retirement?

It's difficult enough saving for retirement when everything's going fine. But, what if you became too sick or hurt to work and could no longer contribute to:

- Your qualified retirement plan and receive any available employer match?
- Social Security?
- Your current pension plan?



Assumptions: \$3,800/month contributions beginning at age 30, 8% rate of return and age 65 retirement. Consequences of disability at age 40, without DI Retirement Security.

DI Retirement Security¹ can help you continue saving for retirement – even if you become too sick or hurt to work.

¹ Not currently available in California.



WE'LL GIVE YOU AN EDGESM

Principal Life Insurance Company, Des Moines, Iowa 50392-0002, www.principal.com

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Disability insurance has certain limitations and exclusions. For costs and complete details of coverage, contact your Principal Life representative.