Pricing Supplement Dated 04/08/2004 (To Prospectus dated March 5, 2004, and Prospectus Supplement dated March 5, 2004)

CUSIP: 74254PAH5



Principal Life Insurance Company Principal® Life CoreNotes® (Callable) Issued Through Principal Life Income Fundings Trust 2004-5 (the "Trust")

The description of this pricing supplement of the particular terms of the Principal® Life CoreNotes® 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.

1. The Notes

Principal Amount:		\$8,317	7,000.0		Purchasing Agent Discount:	2.000%
Issue Price:		100.09	100.0%		Original Issue Date:	04/14/2004
Net Proceeds to the Trust:		\$8,150	\$8,150,660.0		Stated Maturity Date:	04/15/2019
Interest Payment Dates:	The 15th day of every sixth month commencing on 10/15/2004					
Initial Interest Payment Date:	10/15/2004					
Regular Record Date:	The 1st day of every sixth month commencing on 10/01/2004					
Type of Interest Rate:	⊠ Fixed Rate	☑ Fixed Rate o Floating Rate				
Fixed Rate Notes:	⊠ Yes	o No.	If, Yes,			
Interest Rate:	5.50%					
Floating Rate Notes:	o Yes	⊠ No.	If, Yes,			
Regular Floating Rate Notes:			o Yes	o No.	If, Yes,	
	Interest Rate:					
	Interest Rate Basis	(es):				
Floating Rate/Fixed Rate Note:			o Yes	o No.	If, Yes,	
	Floating Interest R	ate:				
	Interest Rate Basis(es):					
	Fixed Interest Rate	<u>:</u>				
Fixed Rate Commencement Date:						
Initial Interest Rate, if any	:	N/A				

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N/A

Initial Interest Reset Date:

[&]quot;CoreNotes ®" is a registered service mark of Merrill Lynch & Co.

Authorized Denomination	ons:		\$1,000		
Securities Exchange Lis	ting:	o Yes	⊠ No.	If, Yes,	
Sinking Fund (not applied	cable unless specified):			N/A	
		o May be in who			
Repayment Date(s): Repayment Price: Repayment:		o In whole only	and not in part		
Repayment:	(c)·	o Yes	⊠ No.	If, Yes,	
Additional Other	Terms:	o May be in who	ole or in part	st Payment Date falling on or a	after the Initial Redemption Date
Redemption Provisions: Initial Redemption Redemption:		☑ Yes04/15/2007☑ In whole only	o No.	If, Yes,	
Trust Put Limitat	tion:		o \$ ⊠ 2%; or \$	<u>-</u>	
Individual Put Li	mitation:		o \$ ⊠ \$250,000; o	_or_% r	
Terms of Survivor's Opt Annual Put Limi			⊠ \$2,000,000	or 2%; or	
Discount Note: Total Amount of Initial Accrual Pe Additional/Other	eriod of Discount:	o Yes	⊠ No.	If, Yes,	
Day Count Convention: (not applicable unless di	fferent than as specified in	N/A the prospectus and	prospectus supplemen	nt):	
Calculation Agent:		Citibank, N.A.			
Minimu	m Interest Rate, if any:		N/A	A	
Maximu	m Interest Rate, if any:		N/A	A	
Interest 1	Rate Determination Date(s)):	N/A	A	
Interest 1	Reset Date(s):		N/A	A	
	Aultiplier:	N/A			
Index M Spread (•	N/A			
Indox M	at witer	If 7052	AT Telerate Page: !: o Weekly Av AT Maturity Index:	erage o Monthly Average	
	If CMT Rate:	Designated CN	MT Talarata Daga		
	If LIBOR:	o LIBOR Reut LIBOR Cur		IBOR Moneyline Telerate Pag	ge
	o LIBOR s o EURIBOR o Prime Rate		o T	ederal Funds Rate Treasury Rate Other (See Attached)	
merest.	Rate Basis(es). Check all th o CD Rate o CMT Rate	аат арргу:		Commercial Paper Rate Eleventh District Cost of Funds	s Rate

Ratings:

The Notes issued under the Program are rated AA by Standard & Poor's ("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

o No.

If Yes:

	Purchasing	Principal Amount				
	Merrill Lynch				\$8,317,000.0	
	Total:				\$8,317,000.0	
State of Organization of th	ne Trust:	New York				
Additional/Other Terms:		None				
Special Tax Consideration	ıs:	None				
2. The Funding Agreeme						
Funding Agreement Issue		Principal Life Insurance C	Company			
		7-06122				
Deposit:		\$8,317,015.0				
Net Deposit:		\$8,150,660.0				
Effective Date:		04/14/2004				
Stated Maturity Date:		04/15/2019				
Interest Payment Dates:	ent Dates: The 15th day of every sixth			ncing on 10/15/2004	ı	
Initial Interest Payment D	Date: 10/15/2004					
Type of Interest Rate:		⊠ Fixed Rate		o Floating Rate		
Fixed Rate Funding Agreement:		nt:	⊠ Yes	o No.	If, Yes,	
Interest Rate:			5.50%			
Floating Rate Funding Agreement:			o Yes	⊠ No.	If, Yes,	
		Funding Agreement: Interest Rate: Interest Rate Basis(es):	o Yes	o No.	If, Yes,	
Interest Rate Basis(es Fixed Interest Rate:		Floating Interest Rate: Interest Rate Basis(es):	o Yes ent Date:	o No.	If, Yes,	
Initial Interest Rate, if any: N/A						
Initial Interest Reset Date: N/A						
Interest Rate Basis(es). Check all that apply: o CD Rate o CMT Rate o LIBOR s o EURIBOR o Prime Rate		V/A	o Commercial Paper Rate o Eleventh District Cost of Funds Rate o Federal Funds Rate o Treasury Rate o Other (See Attached)			

If CMT Rate:

If LIBOR:

Designated CMT Telerate Page:

o LIBOR Reuters Page

LIBOR Currency:

If 7052: o Weekly Average o Monthly Average

o LIBOR Moneyline Telerate Page

Designated CMT Maturity Index:

Index Maturit	y:	N/A			
Spread (+/-): Spread Multiplier:		N/A			
		N/A			
Interest Reset Date(s): Interest Rate Determination Date(s): Maximum Interest Rate, if any:			N/A		
			N/A		
			N/A		
Minimum Inte	erest Rate, if any:		N/A		
Computation of Interest: (not applicable unless differer Day Count Convention: (not applicable unless differer	N/A				
Discount Note: Total Amount of Discount: Initial Accrual Period Discount: Additional/Other Terms:	o Yes		⊠ No.	If, Yes,	
Terms of Survivor's Option: Annual Put Limitation Individual Put Limitation:	:		⊠ \$2,000,000 or 2 o \$oror ⊠ \$250,000; or	%	
Trust Put Limitation:			o \$ ⊠ 2%; or \$		
Redemption Provisions: Initial Redemption Date: Redemption: Additional Other Terms:	⊠ Yes ☑ In whole only ar o May be in whole Any redemption da	nd not in part or in part	o No. //2007 ayment Date falling on or afte	If, Yes, er the Initial Redemption Date	
Repayment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms:	o Yes o In whole only and o May be in whole		⊠ No.	If, Yes,	
Sinking Fund (not applicable	unless specified):			N/A	
Ratings:					
The Funding Agreement Principal Life expects the					
Additional/Other Terms:		None			
Special Tax Considerations:	1	None			
3. The Guarantee Guarantee Issuer: Effective Date:		Principal Financial Gro 04/14/2004	up, Inc.		

Additional/Other Terms:

None