Pricing Supplement Dated 3/4/2005 (To Prospectus dated March 5, 2004, and Prospectus Supplement dated March 5, 2004) Filed pursuant to Rule 424(b)(5) Registration Statement Nos. 333-110499 and 333-110499-01

CUSIP:74254PEQ1



Principal Life Insurance Company Principal[®] Life CoreNotes[®] (Callable) Issued Through Principal Life Income Fundings Trust 2005-20 (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: | \$4,555,00 | 0.0 | Purchasing Agent Discount: | 0.625% |
|--|-------------------|------------------|------------------------------|-----------|
| Issue Price: | 100.0% | | Original Issue Date: | 3/9/2005 |
| Net Proceeds to the Trust: | \$4,526,53 | 1.25 | Stated Maturity Date: | 3/17/2008 |
| Interest Payment Dates: | The 15th day of e | every sixth mont | th commencing on 09/15/2005. | |
| Initial Interest Payment Date: | 9/15/2005 | | | |
| Regular Record Date: | The 1st day of ev | ery sixth month | commencing on 09/01/2005. | |
| Type of Interest Rate: | I Fixed Rate | 🗖 Floati | ng Rate | |
| Fixed Rate Notes: | 🛛 Yes | □ No. | If, Yes, | |
| Interest Rate: | 4.00% | | | |
| Floating Rate Notes: | □ Yes | 🛛 No. | If, Yes, | |
| Regular Floating Rate Notes: Interest Rate: Interest Rate Basis(es): | □ Yes | □ No. | If, Yes, | |
| Floating Rate/Fixed Rate Note: Floating Interest Rate: Interest Rate Basis(es): Fixed Interest Rate: Fixed Rate Commencement Date: | □ Yes | □ No. | If, Yes, | |
| Initial Interest Rate, if any: | N/A | | | |
| Initial Interest Reset Date: | N/A | | | |

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| Interest Rate Basis(es). Check all that apply: | N/A CD Rate Commercial Paper Rate Treasury Rate Other (See Attached) | □ CMT Rate □ LIBOR □ Prime Rate | |
|---|--|--|---|
| If LIBOR: | □ LIBOR Reuters Page LIBOR Currency: | LIBOR Moneyline Tel | erate Page |
| If CMT Rate: Designated CMT Telerate Page: If 7052: Designated CMT Maturity Index: | □ Weekly Average | □ Monthly Average | |
| 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 | | |
| Calculation Agent: | Citibank, N.A. | | |
| Computation of Interest: (not applicable unless different than as specified in the Day Count Convention: (not applicable unless different than as specified in the | N/A | | |
| Discount Note: Total Amount of Discount: Initial Accrual Period of Discount: Additional/Other Terms: | □ Yes | 0 No. | If, Yes, |
| Terms of Survivor's Option: Annual Put Limitation: Individual Put Limitation: | | □ \$2,000,000 or 2%; or □ \$or_% □ \$250,000; or □ \$ | |
| Trust Put Limitation: | | 2%; or \$ | |
| Redemption Provisions: Initial Redemption Date: Redemption: | ☐ Yes 3/15/2006 ☐ In whole only and not in ☐ May be in whole or in p | | If, Yes, |
| Additional Other Terms: | Any redemption date will | be an Interest Payment Date | a falling on or after the Initial Redemption Date |
| Repayment: Repayment Date(s): Repayment Price: Repayment: | Yes In whole only and not in May be in whole or in p | | If, Yes, |
| Additional/Other Terms: | | | |
| Sinking Fund (not applicable unless specified): | N/A | | |
| Securities Exchange Listing: | □ Yes | 0 No. | If, Yes, Name of Exchange: |
| 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: | | 🛛 Yes | | No. | If, Yes, |
|---|---|----------------|-------------|--------------------------------------|--|
| Purchasing Agent(s) | | | | | Principal Amount |
| Merrill Lynch Total: | | | | | \$ <u>4,555,000.0</u> \$4,555,000.0 |
| State of Organization of the Trust: | New York | | | | |
| Additional/Other Terms: | None | | | | |
| Special Tax Considerations: | None | | | | |
| 2. The Funding Agreement | | | | | |
| Funding Agreement Issuer: | Principal Li | ife Insurance | Company | | |
| Funding Agreement No .: | 6-11815 | | | | |
| Deposit: | \$4,555,015 | .0 | | | |
| Net Deposit: | \$4,526,531 | .25 | | | |
| Effective Date: | 3/9/2005 | | | | |
| Stated Maturity Date: | 3/17/2008 | | | | |
| Interest Payment Dates: | The 15th da | ay of every si | xth month c | ommencing or | 09/15/2005. |
| Initial Interest Payment Date: | 9/15/2005 | | | | |
| Type of Interest Rate: | I Fixed Rat | e | □ Floatin | g Rate | |
| Fixed Rate Funding Agreement: | 🛛 Yes | | □ No. | | If, Yes, |
| Interest Rate: | 4.00% | | | | |
| Floating Rate Funding Agreement: | □ Yes | | 🛛 No. | | If, Yes, |
| Regular Floating Rate Funding Agreement: Interest Rate: Interest Rate Basis(es): | □ Yes | | □ No. | | If, Yes, |
| Floating Rate/Fixed Rate Funding Agreement: Floating Interest Rate: Interest Rate Basis(es): Fixed Interest Rate: Fixed Rate Commencement Date: | □ Yes | | □ No. | | If, Yes, |
| Initial Interest Rate, if any: | N/A | | | | |
| Initial Interest Reset Date: | N/A | | | | |
| Interest Rate Basis(es). Check all that apply: | □ CD Rate □ Commercial F □ Treasury Rate □ Other (See At | • | N/A | □ CMT Rate □ LIBOR □ Prime Rat | |
| If LIBOR: | □ LIBOR Reute LIBOR Curre | | | LIBOR M | oneyline Telerate Page |
| If CMT Rate: Designated CMT Telerate Page: If 7052: Designated CMT Maturity Index: | □ Weekly Avera | age | | □ Monthly A | Average |

| | 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 | | |
| (not aj Day C | utation of Interest: oplicable unless different than as specified in the prospectu ount Convention: oplicable unless different than as specified in the prospectu | N/A | | |
| Disco | Int Funding Agreement: Total Amount of Discount: Initial Accrual Period of Discount: Additional/Other Terms: | □ Yes | 🛛 No. | If, Yes, |
| Terms | of Survivor's Option: Annual Put Limitation: | | □ \$2,000,000 or 2%; or □ \$or_% | |
| | Individual Put Limitation: | | □ \$01_/0 □ \$250,000; or □ \$ | |
| | Trust Put Limitation: | | 2%; or \$ | |
| | | | | |
| Reden | nption: Initial Redemption Date: Redemption: Additional Other Terms: | □ Yes 3/15/2006 □ In whole only and not in p □ May be in whole or in pa Any redemption date will be | rt | If, Yes, ing on or after the Initial Redemption Date |
| Reden Repay | Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): | 3/15/2006 □ In whole only and not in p □ May be in whole or in pa | art ırt | |
| | Initial Redemption Date: Redemption: Additional Other Terms: ment: | 3/15/2006 □ In whole only and not in p □ May be in whole or in pa Any redemption date will be □ Yes □ In whole only and not in | art rt e an Interest Payment Date fall I No. part | ing on or after the Initial Redemption Date |
| | Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: | 3/15/2006 □ In whole only and not in p □ May be in whole or in pa Any redemption date will be □ Yes | art rt e an Interest Payment Date fall I No. part | ing on or after the Initial Redemption Date |
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| Repay | Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified): | 3/15/2006 □ In whole only and not in p □ May be in whole or in pa Any redemption date will be □ Yes □ In whole only and not in □ May be in whole or in pa | art rt e an Interest Payment Date fall I No. part | ing on or after the Initial Redemption Date |
| Repay Sinkin Rating T | Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified): | 3/15/2006 In whole only and not in p May be in whole or in pa Any redemption date will be Yes In whole only and not in May be in whole or in pa N/A A by S&P. | art rt e an Interest Payment Date fall I No. part | ing on or after the Initial Redemption Date |
| Repay Sinkin Rating T P | Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified): gs: he Funding Agreement issued under the Program is rated A | 3/15/2006 In whole only and not in p May be in whole or in pa Any redemption date will be Yes In whole only and not in May be in whole or in pa N/A A by S&P. | art rt e an Interest Payment Date fall I No. part | ing on or after the Initial Redemption Date |
| Repay Sinkin Rating T P Additi | Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified): gs: the Funding Agreement issued under the Program is rated A rincipal Life expects the Funding Agreement to be rated A | 3/15/2006 In whole only and not in p Any redemption date will be Yes In whole only and not in May be in whole or in pa N/A A by S&P. a2 by Moody's. | art rt e an Interest Payment Date fall I No. part | ing on or after the Initial Redemption Date |
| Repay Sinkin Rating T P Additi Specia | Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified): gs: the Funding Agreement issued under the Program is rated A rincipal Life expects the Funding Agreement to be rated A onal/Other Terms: | 3/15/2006 In whole only and not in p Any redemption date will be Yes In whole only and not in May be in whole or in pa N/A A by S&P. a2 by Moody's. None | art rt e an Interest Payment Date fall I No. part | ing on or after the Initial Redemption Date |
| Repay Sinkin Rating T P Additi Specia 3. The | Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified): (s: he Funding Agreement issued under the Program is rated A rincipal Life expects the Funding Agreement to be rated A onal/Other Terms: al Tax Considerations: | 3/15/2006 In whole only and not in p Any redemption date will be Yes In whole only and not in May be in whole or in pa N/A A by S&P. a2 by Moody's. None | art rt e an Interest Payment Date fall I No. part rt | ing on or after the Initial Redemption Date |
| Repay Sinkin Rating T P Additi Specia 3. The Guara | Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified): gs: he Funding Agreement issued under the Program is rated A rincipal Life expects the Funding Agreement to be rated A onal/Other Terms: al Tax Considerations: Guarantee | 3/15/2006 In whole only and not in p May be in whole or in pa Any redemption date will be Yes In whole only and not in May be in whole or in pa N/A AA by S&P. a2 by Moody's. None None | art rt e an Interest Payment Date fall I No. part rt | ing on or after the Initial Redemption Date |