Pricing Supplement Dated 09/10/2004 (To Prospectus dated March 5, 2004, and Prospectus Supplement dated March 5, 2004)

CUSIP: 74254PCE0



Principal Life Insurance Company Principal[®] Life CoreNotes[®] (Callable) Issued Through Principal Life Income Fundings Trust 2004-46 (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:	\$1,967,000.0	Purchasing Agent Discount:		1.200%	
Issue Price:	100.0%	Original Issue Date:		09/15/2004	
Net Proceeds to the Trust:	\$1,943,396.0	Stated M	09/15/2011		
Interest Payment Dates:	The 15th day of	The 15th day of every sixth month commencing on 03/15/2005.			
Initial Interest Payment Date:	03/15/2005	03/15/2005			
Regular Record Date:	The 1st day of e	The 1st day of every sixth month commencing on 03/01/2005.			
Type of Interest Rate:	⊠ Fixed Rate	o Floating Ra	ate		
Fixed Rate Notes:	🗵 Yes	o No.	If, Yes,		
Interest Rate:	4.55%				
Floating Rate Notes:	o Yes	🗵 No.	If, Yes,		
Regular Floating Rate Notes: Interest Rate: Interest Rate Basis(es):	o Yes	o No.	If, Yes,		
Floating Rate/Fixed Rate Note: Floating Interest Rate: Interest Rate Basis(es): Fixed Interest Rate: Fixed Rate Commencement Date:	o Yes	o No.	If, Yes,		
Initial Interest Rate, if any:	N/A				
Initial Interest Reset Date:	N/A				

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

Interest Rate Basis(es). Check all that appl	y: I	N/A	
	o CD Rate o Commercial Paper Rate o Treasury Rate o Other (See Attached)	o CMT Rate o LIBOR o Prime Rate	
If LIBOR:	o LIBOR Reuters Page LIBOR Currency:	o LIBOR Moneyline Tel	erate Page
If CMT Rate: Designated CMT Telerate Page: If 7052: Designated CMT Maturity Index:	o Weekly Average	o 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 Day Count Convention: (not applicable unless different than as specified in Discount Note:	N/A		If, Yes,
Total Amount of Discount: Initial Accrual Period of Discount: Additional/Other Terms:	0 103	E 110.	11, 103,
Terms of Survivor's Option: Annual Put Limitation:		⊠ \$2,000,000 or 2%; or o \$or_%	
Individual Put Limitation:		⊠ \$250,000; or o \$	
Trust Put Limitation:		⊠ 2%; or \$	
Redemption Provisions: Initial Redemption Date: Redemption: Additional Other Terms:	 ☑ Yes 09/15/2005 ☑ In whole only and not in o May be in whole or in particular data will b Initial Redemption Date 		If, Yes, falling on or after the
Repayment: Repayment Date(s): Repayment Price: Bonsument:	o Yes	⊠ No.	If, Yes,
Repayment: Additional/Other Terms:	o In whole only and not in o May be in whole or in par		
Sinking Fund (not applicable unless specified):	N/A		
Securities Exchange Listing:	o Yes	⊠ No.	If, Yes, Name of Exchange:
Authorized Denominations:	\$1,000	EN 110.	ii, ies, ivanie of Exclidinge:
	÷-,000	2	

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 I	Notes as Principal:	🗵 Yes	o No.	If, Yes,	
Purc	hasing Agent(s)			Principal Amount	
Mer Tota	rill Lynch 1l:			\$ <u>1,967,000.0</u> \$1,967,000.0	
State of Organization of the Tru	ist:	New York			
Additional/Other Terms:		None			
Special Tax Considerations:		None			
2. The Funding Agreement					
Funding Agreement Issuer:		Principal Life Insurar	nce Company	,	
Funding Agreement No.:		4-51249			
Deposit:		\$1,967,015.0			
Net Deposit:		\$1,943,396.0			
Effective Date:		09/15/2004			
Stated Maturity Date:		09/15/2011			
Interest Payment Dates:		The 15th day of every	The 15th day of every sixth month commencing on 03/15/2005.		
Initial Interest Payment Date:		03/15/2005			
Type of Interest Rate:		⊠ Fixed Rate	o Floating Rate		
Fixed Rate Funding Agreem	ient:	⊠ Yes	o No.	If, Yes,	
Interest Rate:		4.55%			
Floating Rate Funding Agre	ement:	o Yes	🛛 No.	If, Yes,	
Regular Floating Rate F Interest Rate: Interest Rate Basis(e		o Yes	o No.	If, Yes,	
Floating Rate/Fixed Rate Floating Interest Rate Interest Rate Basis(e Fixed Interest Rate: Fixed Rate Commen	ee: es):	o Yes	o No.	If, Yes,	
Initial Interest Rate, if a	ny:	N/A			
Initial Interest Reset Dat	te:	N/A			
Interest Rate Basis(es). (Check all that apply:	o CD Rate o Commercial Paper Rate o Treasury Rate o Other (See Attached)	N/A	o CMT Rate o LIBOR o Prime Rate	
If LIBOR:		o LIBOR Reuters Page LIBOR Currency:		o LIBOR Moneyline Telerate Page	
If CMT Rate: Designated CMT If 7052: Designated CMT	۲ Telerate Page: ۲ Maturity Index:	o Weekly Average		o 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			
(not aj Day C	utation of Interest: oplicable unless different than as specified in the prospec ount Convention: oplicable unless different than as specified in the prospec	N/A			
Disco	int Funding Agreement: Total Amount of Discount: Initial Accrual Period of Discount: Additional/Other Terms:	o Yes	⊠ No.	If, Yes,	
Terms	of Survivor's Option:				
	Annual Put Limitation:		⊠ \$2,000,000 or 2%; or		
	Individual Put Limitation:		o \$or_% ⊠ \$250,000; or		
	Trust Put Limitation:		o \$ ⊠ 2%; or \$		
				T (T	
Reden		⊠ Yes	o No.	If, Yes,	
	Initial Redemption Date:	09/15/2005	· · · · · ·		
	Redemption:	⊠ In whole only and no			
	Additional Other Torres	o May be in whole or in		Dete felling on on efter the	
	Additional Other Terms:	Initial Redemption Date		Date falling on or after the	
Repay	ment	o Yes	🗵 No.	If, Yes,	
ncpuy	Repayment Date(s):	0 105		11, 100,	
	Repayment Price:				
	Repayment:	o In whole only and not	in part		
		o May be in whole or in part			
	Additional/Other Terms:				
Sinkin	g Fund (not applicable unless specified):	N/A			
Rating	js:				
The Funding Agreement issued under the Program is rated AA by S&P. Principal Life expects the Funding Agreement to be rated Aa2 by Moody's.					
Additi	onal/Other Terms:	None			
Specia	l Tax Considerations:	None			
3. The	Guarantee				
Guara	ntee Issuer:	Principal Financial G	roup, Inc.		
Effect	ive Date:	09/15/2004			
Additi	onal/Other Terms:	None			
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