Pricing Supplement Dated 09/17/2004 (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: 74254PCH3



Principal Life Insurance Company Principal[®] Life CoreNotes[®](Callable) Issued Through Principal Life Income Fundings Trust 2004-49 (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:	\$4,543,000.0	Purchasin	g Agent(s) Discount:	2.500%
Issue Price:	100.0%	Original I	ssue Date:	09/22/2004
Net Proceeds to the Trust:	\$4,429,425.0	Stated Ma	turity Date:	09/16/2024
Interest Payment Dates:	The 15th day of	every sixth month	commencing on 03/15/2005.	
Initial Interest Payment Date:	03/15/2005			
Regular Record Date:	The 1st day of e	very sixth month o	commencing on 03/01/2005.	
Type of Interest Rate:	⊠ Fixed Rate	o Floating Rate	2	
Fixed Rate Notes:	⊠ Yes	o No.	If, Yes,	
Interest Rate:	5.50%			
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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Interest Rate Basis(es). Check all that apply:	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 th Day Count Convention: (not applicable unless different than as specified in th	N/A		
Discount Note: 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 o \$or_%	
Individual Put Limitation:		⊠ \$250,000; or o \$ ⊠ 2%; or \$	
Trust Put Limitation:		⊠ 2%; or \$	
Redemption Provisions: Initial Redemption Date: Redemption:	 ☑ Yes 09/15/2008 ☑ In whole only and not is o May be in whole or in particular sectors. 	o No. n part art	If, Yes,
Additional Other Terms:			ate falling on or after the Initial Redemption Date
Repayment: Repayment Date(s): Repayment Price: Repayment:	o Yes o In whole only and not in		If, Yes,
Additional/Other Terms:	o May be in whole or in pa	art	
Sinking Fund (not applicable unless specified):	N/A		
Securities Exchange Listing:	o Yes	🗵 No.	If, Yes, Name of Exchange:
	0 100		,,
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 Purcha	using Notes as Principal:	🗵 Yes	o No.	If, Yes,
	Purchasing Agent(s)			Principal Amount
	Merrill Lynch			\$4,543,000.0
	Total:			\$4,543,000.0
State of Organization of th	ne Trust:	New York		
Additional/Other Terms:		None		
Special Tax Consideration	is:	None		
2. The Funding Agreeme	ent			
Funding Agreement Issue	r:	Principal Life Insu	rance Company	
Funding Agreement No.:		5-16311		
Deposit:		\$4,543,015.0		
Net Deposit:		\$4,429,425.0		
Effective Date:		09/22/2004		
Stated Maturity Date:		09/16/2024		
Interest Payment Dates:		The 15th day of every sixth month commencing on 03/15/2005.		
Initial Interest Payment D	ate:	03/15/2005		
Type of Interest Rate:		⊠ Fixed Rate	o Floating R	Rate
Fixed Rate Funding A	greement:	🗵 Yes	o No.	If, Yes,
Interest Rate:		5.50%		
Floating Rate Funding	Agreement:	o Yes	🛛 No.	If, Yes,
Regular Floating F Interest Rate: Interest Rate B	Rate Funding Agreement: asis(es):	o Yes	o No.	If, Yes,
Floating Intere Interest Rate B Fixed Interest	asis(es):	o Yes	o No.	If, Yes,
Initial Interest Rate	e, if any:	N/A		
Initial Interest Res	et Date:	N/A		
Interest Rate Basis	(es). Check all that apply:	N/A o CD Rate o Commercial Pa o Treasury Rate o Other (See Atta		o CMT Rate o LIBOR o Prime Rate
If LIBOR:		o LIBOR Reuters LIBOR Currei		o LIBOR Moneyline Telerate Page
If 7052	CMT Telerate Page: : CMT Maturity Index:	o Weekly Averag	e	o Monthly Average



	Index Metanity	N/A		
	Index Maturity:			
	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 prospectus ount Convention: oplicable unless different than as specified in the prospectus	N/A		
Disco	ant 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	
			o \$0r_%	
	Individual Put Limitation:		⊠ \$250,000; or o \$ ⊠ 2%; or \$	
	Trust Put Limitation:		⊠ 2%; or \$	
Reden	nption:	🗵 Yes	o No.	If, Yes,
	Initial Redemption Date: Redemption: Additional Other Terms:	09/15/2008 ⊠ In whole only and no o May be in whole or in	ot in part 1 part	t Date falling on or after the Initial
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Repay	Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment:	09/15/2008 ⊠ In whole only and not o May be in whole or in Any redemption date w Redemption Date o Yes o In whole only and not	ot in part 1 part ill be an Interest Paymen ⊠ No. : in part	t Date falling on or after the Initial
Repay	Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified):	09/15/2008 ⊠ In whole only and not o May be in whole or in Any redemption date w Redemption Date o Yes o In whole only and not o May be in whole or in	ot in part 1 part ill be an Interest Paymen ⊠ No. : in part	t Date falling on or after the Initial
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):	09/15/2008 ⊠ In whole only and no o May be in whole or in Any redemption date w Redemption Date o Yes o In whole only and not o May be in whole or in N/A A by S&P.	ot in part 1 part ill be an Interest Paymen ⊠ No. : in part	t Date falling on or after the Initial
Repay Sinkin Rating T P	Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: ag Fund (not applicable unless specified): as: he Funding Agreement issued under the Program is rated A	09/15/2008 ⊠ In whole only and no o May be in whole or in Any redemption date w Redemption Date o Yes o In whole only and not o May be in whole or in N/A A by S&P.	ot in part 1 part ill be an Interest Paymen ⊠ No. : in part	t Date falling on or after the Initial
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: he Funding Agreement issued under the Program is rated A rincipal Life expects the Funding Agreement to be rated Aa	09/15/2008 ⊠ In whole only and not o May be in whole or in Any redemption date w Redemption Date o Yes o In whole only and not o May be in whole or in N/A A by S&P. 2 by Moody's.	ot in part 1 part ill be an Interest Paymen ⊠ No. : in part	t Date falling on or after the Initial
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: he Funding Agreement issued under the Program is rated A rincipal Life expects the Funding Agreement to be rated Aa onal/Other Terms:	09/15/2008 ⊠ In whole only and no o May be in whole or in Any redemption date w Redemption Date o Yes o In whole only and not o May be in whole or in N/A A by S&P. a by Moody's. None	ot in part 1 part ill be an Interest Paymen ⊠ No. : in part	t Date falling on or after the Initial
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): gs: he Funding Agreement issued under the Program is rated A rincipal Life expects the Funding Agreement to be rated Aa onal/Other Terms: al Tax Considerations:	09/15/2008 ⊠ In whole only and no o May be in whole or in Any redemption date w Redemption Date o Yes o In whole only and not o May be in whole or in N/A A by S&P. a by Moody's. None	ot in part a part ill be an Interest Paymen ⊠ No. a part a part	t Date falling on or after the Initial
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 Aa onal/Other Terms: al Tax Considerations: g Guarantee	09/15/2008 ⊠ In whole only and no o May be in whole or in Any redemption date w Redemption Date o Yes o In whole only and not o May be in whole or in N/A A by S&P. a2 by Moody's. None None	ot in part a part ill be an Interest Paymen ⊠ No. a part a part	t Date falling on or after the Initial
Repay Sinkin Rating T P Additi Specia 3. The Guara Effect	Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: ag Fund (not applicable unless specified): as: he Funding Agreement issued under the Program is rated A rincipal Life expects the Funding Agreement to be rated Aa onal/Other Terms: al Tax Considerations: e Guarantee ntee Issuer:	09/15/2008 ⊠ In whole only and not o May be in whole or in Any redemption date w Redemption Date o Yes o In whole only and not o May be in whole or in N/A A by S&P. a by Moody's. None None Principal Financial Grou	ot in part a part ill be an Interest Paymen ⊠ No. a part a part	t Date falling on or after the Initial