Pricing Supplement Dated 9/17/2004 (To Prospectus dated March 5, 2004, and Prospectus Supplement dated March 5, 2004)

CUSIP: 74254PCG5



Principal Life Insurance Company Principal[®] Life CoreNotes[®] (Callable) Issued Through Principal Life Income Fundings Trust 2004-48 (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:	\$4,885,000.0	Purchasi	ng Agent Discount:	0.750%
Issue Price:	100.0%	Original	Issue Date:	9/22/2004
Net Proceeds to the Trust:	\$4,848,362.5	Stated M	aturity Date:	9/15/2008
Interest Payment Dates:	The 15th day of	every sixth mont	h commencing on 03/15/2005.	
Initial Interest Payment Date:	3/15/2005			
Regular Record Date:	The 1st day of e	very sixth month	commencing on 03/01/2005.	
Type of Interest Rate:	⊠ Fixed Rate	o Floating Ra	te	
Fixed Rate Notes:	🗵 Yes	o No.	If, Yes,	
Interest Rate:	3.75%			
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			

"Principal[®]" is a registered service mark of Principal Financial Services, Inc. and is used under license. "CoreNotes[®]" is a registered service mark of Merrill Lynch & Co.

Interest Rate Basis(es). Check all that apply:	o CD Rate o Commercial Paper Rate o Treasury Rate o Other (See Attached)	V/A o CMT Rate o LIBOR o Prime Rate	
If LIBOR:	o LIBOR Reuters Page LIBOR Currency:	o LIBOR Moneyline Te	elerate 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	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: Individual Put Limitation:		⊠ \$2,000,000 or 2%; o o \$or_% ⊠ \$250,000; or	r
Trust Put Limitation:		o \$ ⊠ 2%; or \$	
Redemption Provisions: Initial Redemption Date: Redemption: Additional Other Terms:	 ☑ Yes 9/15/2005 ☑ In whole only and not ir o May be in whole or in pa Any redemption date will be a superior of the superior date will be a superior date will	rt	If, Yes, e falling on or after the Initial Redemption Date
Repayment:	o Yes	⊠ No.	If, Yes,
Repayment Date(s): Repayment Price: Repayment:	o In whole only and not in	part	11, 163,
Additional/Other Terms:	o May be in whole or in pa	11	
Sinking Fund (not applicable unless specified):	N/A		
Securities Exchange Listing:	o Yes	⊠ No.	If, Yes, Name of Exchange:
Authorized Denominations:	\$1,000		
	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 Purcha	using Notes as Principal:	🗵 Yes	o No.	If, Yes,
	Purchasing Agent(s)			Principal Amount
	Merrill Lynch Total:			\$ <u>4,885,000.0</u> \$ <u>4,885,000.0</u>
State of Organization of th	ne Trust:	New York		
Additional/Other Terms:		None		
Special Tax Consideration	15:	None		
2. The Funding Agreeme	ent			
Funding Agreement Issue	r:	Principal Life Insura	nce Company	7
Funding Agreement No.:		5-16310		
Deposit:		\$4,885,015.0		
Net Deposit:		\$4,848,362.5		
Effective Date:		9/22/2004		
Stated Maturity Date:		9/15/2008		
Interest Payment Dates:		The 15th day of ever	y sixth month	commencing on 03/15/2005.
Initial Interest Payment D	ate:	3/15/2005		
Type of Interest Rate:		⊠ Fixed Rate	o Floating I	Rate
Fixed Rate Funding A	greement:	🖾 Yes	o No.	If, Yes,
Interest Rate:		3.75%		
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:	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 7052	l CMT Telerate Page: : 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		
(not ar 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		
Discou	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 \$	
D 1				TC \$7
Rodow				
Reden	Initial Redemption Date: Redemption: Additional Other Terms:		1 part	If, Yes, Date falling on or after the Initial
	Initial Redemption Date: Redemption: Additional Other Terms:	9/15/2005 ☑ In whole only and no o May be in whole or in Any redemption date w Redemption Date	ot in part 1 part ill be an Interest Paymen	Date falling on or after the Initial
Repay	Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s):	9/15/2005 ⊠ In whole only and no o May be in whole or in Any redemption date w	ot in part 1 part	
	Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price:	9/15/2005 ⊠ In whole only and no o May be in whole or in Any redemption date w Redemption Date o Yes	ot in part 1 part ill be an Interest Paymen ⊠ No.	Date falling on or after the Initial
	Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment:	9/15/2005 ☑ In whole only and no o May be in whole or in Any redemption date w Redemption Date	ot in part 1 part ill be an Interest Paymen ⊠ No. t in part	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:	9/15/2005 ⊠ 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. t in part	Date falling on or after the Initial
Repay Sinkin	Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified):	9/15/2005 ⊠ 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. t in part	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):	9/15/2005 ⊠ 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. t in part	Date falling on or after the Initial
Repay Sinkin Rating T Pr	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	9/15/2005 ⊠ 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. t in part	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): s: he Funding Agreement issued under the Program is rated A rincipal Life expects the Funding Agreement to be rated Aa	9/15/2005 ⊠ 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. 12 by Moody's.	ot in part 1 part ill be an Interest Paymen ⊠ No. t in part	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): s: he Funding Agreement issued under the Program is rated A incipal Life expects the Funding Agreement to be rated Aa onal/Other Terms:	9/15/2005 ⊠ 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. None	ot in part 1 part ill be an Interest Paymen ⊠ No. t in part	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): s: he Funding Agreement issued under the Program is rated A tincipal Life expects the Funding Agreement to be rated Aa onal/Other Terms: I Tax Considerations:	9/15/2005 ⊠ 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. None	ot in part 1 part 11 be an Interest Paymen ⊠ No. t in part 1 part	Date falling on or after the Initial
Repay Sinkin Rating T Pi Additi Specia 3. The Guarat	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 tincipal Life expects the Funding Agreement to be rated Aa onal/Other Terms: I Tax Considerations: Guarantee	9/15/2005 ⊠ 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	ot in part 1 part 11 be an Interest Paymen ⊠ No. t in part 1 part	Date falling on or after the Initial
Repay Sinkin Rating T Pr Additi Specia 3. The Guaran Effecti	Initial Redemption Date: Redemption: Additional Other Terms: ment: Repayment Date(s): Repayment Price: Repayment: Additional/Other Terms: g Fund (not applicable unless specified): s: the Funding Agreement issued under the Program is rated A trincipal Life expects the Funding Agreement to be rated Aa ional/Other Terms: 1 Tax Considerations: Guarantee ntee Issuer:	9/15/2005 ⊠ 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 1 part 11 be an Interest Paymen ⊠ No. t in part 1 part	Date falling on or after the Initial