

PRINCIPAL FINANCIAL GROUP INC

Form 424B2

March 12, 2007

Pricing Supplement 3/12/2007 Filed pursuant to  Rule 424(b)(2)  Rule 424(b)(5)  
 Dated  
 (To Prospectus dated February 16, 2006, and Registration Statement Nos. 333-129763 and  
 Prospectus Supplement dated February 16, 2006) 333-129763-01

CUSIP: 74254PQU9

Principal Life Insurance Company  
 Principal<sup>®</sup> Life CoreNotes<sup>®</sup> (Callable) (That are also Asset-Backed Securities) Issued Through and Obligations of  
 Principal Life Income Fundings Trust 2007-23 (the Trust and Issuing Entity )

The description of this pricing supplement of the particular terms of the Principal<sup>®</sup> Life CoreNotes<sup>®</sup> offered hereby, and the Funding Agreement (specified below) issued by Principal Life Insurance Company ( Principal Life ) to the Trust, 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:          | TBD    | Purchasing Agent Discount: | 0.750%    |
| Issue Price:               | 100.0% | Original Issue Date:       | 3/21/2007 |
| Net Proceeds to the Trust: | TBD    | Stated Maturity Date:      | 3/15/2011 |

Interest Payment Dates: The 15th day of every sixth month commencing on 09/15/2007

Initial Interest Payment Date: 9/15/2007

Regular Record Date: 15 calendar days prior to the Interest Payment Date

Type of Interest Rate:  Fixed Rate  Floating Rate

Interest Rate: 5.00%

Discount Note:  Yes  No.

Terms of Survivor's Option:

Annual Put Limitation:  \$2,000,000 or 2%; or  
 \$\_\_\_\_\_ or\_%

Individual Put Limitation:  \$250,000; or  
 \$\_\_\_\_\_

Trust Put Limitation:  2%; or  
 \$\_\_\_\_\_

Redemption Provisions:  Yes  No. If, Yes,  
Initial Redemption Date: 3/15/2008  
Redemption:  In whole only and not in  
part  
 May be in whole or in part  
Additional Other Terms: Any redemption date will be an Interest Payment Date falling on or  
after the Initial Redemption Date  
Repayment:  Yes  No.  
Authorized Denominations: \$1,000

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*Principal<sup>®</sup> is a registered service mark of Principal Financial Services, Inc. and is used under license.  
CoreNotes<sup>®</sup> is a registered service mark of Merrill Lynch & Co.*

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 Agent(s) Purchasing Notes as  Yes  No. If, Yes,  
Principal:

| <b>Purchasing Agent(s)</b> | <b>Principal Amount</b> |
|----------------------------|-------------------------|
| Merrill Lynch              | TBD                     |
| Total:                     | TBD                     |

State of Organization of the Trust: New York

Additional/Other Terms: None

**2. The Funding Agreement**

Funding Agreement Issuer: Principal Life Insurance Company

Funding Agreement No.: 6-14272

Deposit: TBD

Net Deposit: TBD

Effective Date: 3/21/2007

Stated Maturity Date: 3/15/2011

Interest Payment Dates: The 15th day of every sixth month commencing on 09/15/2007

Initial Interest Payment Date: 9/15/2007

Type of Interest Rate:  Fixed Rate  Floating Rate

Interest Rate: 5.00%

Discount Funding Agreement:  Yes  No.

Terms of Survivor's Option:

Annual Put Limitation:  \$2,000,000 or 2%; or  
 \$\_\_\_\_\_ or \_%

Individual Put Limitation:  \$250,000; or  
 \$\_\_\_\_\_

Trust Put Limitation:  2%; or  
 \$\_\_\_\_\_

Redemption:  Yes  No. If, Yes,

Initial Redemption Date: 3/15/2008

Redemption:  In whole only and not in part  
 May be in whole or in part

Additional Other Terms: Any redemption date will be an Interest Payment Date falling on or after the Initial Redemption Date

Repayment:  Yes  No.

Ratings:

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.

Additional/Other Terms: None

**3. The Guarantee**

Guarantee Issuer: Principal Financial Group, Inc.

Effective Date: 3/21/2007

Additional/Other Terms: None