

PRINCIPAL LIFE INSURANCE CO

Form 424B2

March 19, 2007

Pricing Supplement Dated March 15, 2007
 (To Prospectus dated February 16, 2006, and
 Prospectus Supplement dated February 16, 2006)

Filed pursuant to Rule 424(b)(2)
 Registration Statement Nos. 333-129763
 and 333-129763-01
 CUSIP: 74254PC91

Principal Life Insurance Company
Secured Medium-Term Notes (that are also Asset-Backed Securities)
Issued Through and Obligations of
Principal Life Income Fundings Trust 29 (the Trust and the Issuing Entity)

The description of this pricing supplement of the particular terms of the Secured Medium-Term Notes 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:	\$100,000,000	Purchasing Agent Discount:	0%
Issue Price:	100%	Original Issue Date:	March 22, 2007
Net Proceeds to the Trust:	\$100,000,000	Stated Maturity Date:	March 22, 2010

Specified Currency:	U.S. Dollars		
Interest Payment Dates:	March 22, June 22, September 22 and December 22 of each year		
Initial Interest Payment Date:	June 22, 2007		
Regular Record Date:	15 calendar days prior to the Interest Payment Date		
Type of Interest Rate:	<input type="radio"/> Fixed Rate <input checked="" type="radio"/> Floating Rate		
Fixed Rate Notes:	<input type="radio"/> Yes	<input checked="" type="radio"/> No.	If, Yes,
Interest Rate:			
Floating Rate Notes:	<input checked="" type="radio"/> Yes	<input type="radio"/> No.	If, Yes,
Regular Floating Rate Notes:	<input checked="" type="radio"/> Yes	<input type="radio"/> No.	If, Yes,
Interest Rate:	Prime Rate -2.85%		

Interest Rate Basis(es): See below

Floating Rate/Fixed Rate Note: Yes No. If, Yes,

Floating Interest Rate:

Interest Rate Basis(es):

Fixed Interest Rate:

Fixed Rate Commencement Date:

Inverse Floating Rate Note: Yes No. If, Yes,

Fixed Interest Rate:

Floating Interest Rate:

Interest Rate Basis(es):

Initial Interest Rate, if any:

Initial Interest Reset Date: June 20, 2007

Interest Rate Basis(es). Check all that apply:

- | | |
|---|--|
| <input type="radio"/> CD Rate | <input type="radio"/> Commercial Paper Rate |
| <input type="radio"/> CMT Rate | <input type="radio"/> Eleventh District Cost of Funds Rate |
| <input type="radio"/> Constant Maturity Swap Rate | <input type="radio"/> Federal Fund Open Rate |
| <input type="radio"/> LIBOR | <input type="radio"/> Federal Funds Rate |
| <input type="radio"/> EURIBOR | <input type="radio"/> Treasury Rate |
| <input checked="" type="radio"/> Prime Rate | <input type="radio"/> Other (See Attached) |

If LIBOR:

- | | |
|---|--|
| <input type="radio"/> LIBOR Reuters Screen LIBOR01 Page | <input type="radio"/> LIBOR Moneyline Telerate Page 3750 |
| LIBOR Currency: | |

If CMT Rate:

Designated CMT Telerate Page:

If 7052:

Designated CMT Maturity Index:

- | | |
|--------------------------------------|---------------------------------------|
| <input type="radio"/> Weekly Average | <input type="radio"/> Monthly Average |
|--------------------------------------|---------------------------------------|

Index Maturity:

Not Applicable

Spread (+/-):

-2.85%

Spread Multiplier:

Not Applicable

Interest Reset Date(s):

Each business day during the Interest Period, with the Rate Cut-Off Date being two business days prior to the Interest Payment Date; provided, that the Interest Rate for each Interest Period shall be the average of the Interest Rate in effect on each day during the Interest Period; provided, that if such day is not an Interest Reset Date, the Interest Rate applicable to such day shall be the Interest Rate in effect for the preceding Interest Reset Date. The relevant Interest Rate for each Interest Reset Date from, and including, the Rate Cut-Off Date to, but excluding, the next applicable Interest Payment Date will be deemed to be the Interest Rate in effect on the Rate Cut-Off Date.

Interest Rate Determination Date(s):

Each Interest Reset Date

Maximum Interest Rate, if any:

Not Applicable

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Minimum Interest Rate, if any: Not Applicable

Calculation Date: The second business day preceding the Interest Payment Date.

Calculation Agent: Citibank, N.A.

Exchange Rate Agent: Not applicable.

Computation of Interest (not applicable unless different than as specified in the prospectus and prospectus supplement): The Interest Rate for each Interest Period shall be the average of the Interest Rate in effect on each day during the Interest Period; provided that if such day is not an Interest Reset Date, the Interest Rate applicable to such day shall be the Interest Rate in effect for the preceding Interest Reset Date. The relevant Interest Rate for each Interest Reset Date from, and including, the Rate Cut-Off Date to, but excluding, the next applicable Interest Payment Date will be deemed to be the Interest Rate in effect on the Rate Cut-Off Date.

Day Count Convention (not applicable unless different than as specified in the prospectus and prospectus supplement):

Amortizing Notes: Yes No. If, Yes,
Amortizing Schedule:
Additional/Other Terms

Discount Note: Yes No. If, Yes,
Total Amount of Discount:
Initial Accrual Period of Discount:
Additional/Other Terms:

Redemption Provisions: Yes No. If, Yes,
Initial Redemption Date:
Initial Redemption Percentage:
Annual Redemption Percentage
Reduction (if any):
Redemption: In whole only and not in part
 May be in whole or in part

Additional Other Terms:

Repayment: Yes No. If, Yes,
 Repayment Date(s):
 Repayment Price:
 Repayment: In whole only and not in part
 May be in whole or in part

Additional/Other Terms:

Sinking Fund (not applicable unless specified):

Additional Amounts to be Paid for Withholding Tax (not applicable unless specified):

Securities Exchange Listing: Yes No. If, Yes, Name of Exchange:

Authorized Denominations: \$100,000 and integral multiples of \$1,000 in excess thereof
 Ratings: The Notes issued under the Program are rated AA by Standard & Poor's Services, a division of The McGraw-Hill Companies, Inc. (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:

<u>Purchasing Agent(s)</u>	<u>Principal Amount</u>
Banc of America Securities LLC	\$ 100,000,000
Total:	\$ 100,000,000

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

<u>Purchasing Agent(s)</u>	<u>Principal Amount</u>

Total:

State of Organization of the Trust: New York

Additional/Other Terms: See Computation of Interest above.

Special Tax Considerations:

2. The Funding Agreement

Fixed Rate Funding Agreement: Yes No. If, Yes,

Interest Rate:

Floating Rate Funding Agreement: Yes No. If, Yes,

Regular Floating Rate Funding Agreement: Yes No. If, Yes,

Interest Rate: Prime Rate -2.85%

Interest Rate Basis(es): See below

Floating Rate/Fixed Rate Funding Agreement: Yes No. If, Yes,

Floating Interest Rate:

Interest Rate Basis(es):

Fixed Interest Rate:

Fixed Rate Commencement Date:

Inverse Floating Rate Funding Agreement: Yes No. If, Yes,

Fixed Interest Rate:

Floating Interest Rate:

Interest Rate Basis(es):

Initial Interest Rate, if any:

Initial Interest Reset Date: June 20, 2007

Interest Rate Basis(es). Check all that apply:

- CD Rate
- CMT Rate
- Constant Maturity Swap Rate
- LIBOR
- EURIBOR
- Prime Rate
- Commercial Paper Rate
- Eleventh District Cost of Funds Rate
- Federal Fund Open Rate
- Federal Funds Rate
- Treasury Rate
- Other (See Attached)

If LIBOR: LIBOR Reuters Screen LIBOR01 Page LIBOR Currency: LIBOR Moneyline Telerate Page 3750

If CMT Rate:

Designated CMT Telerate Page:

If 7052: Weekly Average Monthly Average

Designated CMT Maturity Index:

Index Maturity: Not Applicable

Spread (+/-): -2.85%

Spread Multiplier: Not Applicable

Interest Reset Date(s):

Each business day during the Interest Period, with the Rate Cut-Off Date being two business days prior to the Interest Payment Date; provided, that the Interest Rate for each Interest Period shall be the average of the Interest Rate in effect on each day during the Interest Period; provided, that if such day is not an Interest Reset Date, the Interest Rate applicable to such day shall be the Interest Rate in effect for the preceding Interest Reset Date. The relevant Interest Rate for each Interest Reset Date from, and including, the Rate Cut-Off Date to, but excluding, the next applicable Interest Payment Date will be deemed to be the Interest Rate in effect on the Rate Cut-Off Date.

Interest Rate Determination Date(s): Each Interest Reset Date

Maximum Interest Rate, if any: Not Applicable

Minimum Interest Rate, if any: Not Applicable

Calculation Date: The second business day preceding the Interest Payment Date

Calculation of Interest (not applicable unless different than as specified in the prospectus and prospectus supplement): The Interest Rate for each Interest Period shall be the average of the Interest Rate in effect on each day during the Interest Period; provided that if such day is not an Interest Reset Date, the Interest Rate applicable to such day shall be the Interest Rate in effect for the preceding Interest Reset Date. The relevant Interest Rate for each Interest Reset Date from, and including, the Rate Cut-Off Date to, but excluding, the next applicable Interest Payment Date will be deemed to be the Interest Rate in effect on the Rate Cut-Off Date.

Day Count Convention (not applicable unless different than as specified in the prospectus and prospectus supplement):

Amortizing Funding Agreement: Yes No. If, Yes,

Amortizing Schedule
Additional/Other Terms

Discount Funding Agreement: Yes No. If, Yes,
Total Amount of Discount:
Initial Accrual Period of
Discount:
Additional/Other Terms:

Redemption Provisions: Yes No. If, Yes,
Initial Redemption Date:
Initial Redemption Percentage:
Initial Redemption Percentage Reduction (if any):
Redemption: In whole only and not in part
 May be in whole or in part
Additional Other Terms:

Repayment: Yes No. If, Yes,
Repayment Date(s):
Repayment Price:
Repayment: In whole only and not in part
 May be in whole or in part
Additional/Other Terms:

Sinking Fund (not applicable
unless specified):
Additional Amounts to be Paid For Withholding Tax (not applicable unless specified):

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 if any: See Calculation of Interest above.

Special Tax Considerations:

3. The Guarantee

Guarantee Issuer: Principal Financial Group, Inc.

Effective Date: March 22, 2007

Additional/Other Terms if any: