

PRINCIPAL LIFE INSURANCE CO

Form 424B2

May 01, 2007

Pricing Supplement Dated (To Prospectus dated February 16, 2006, and Prospectus Supplement dated February 16, 2006) 5/1/2007 Filed pursuant to  Rule 424(b)(2)  Rule 424(b)(5) Registration Statement No. 333-129763 and 333-129763-01

CUSIP: 74254PRQ7

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 2007-43 (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:	2.000%
Issue Price:	100.0%	Original Issue Date:	5/9/2007
Net Proceeds to the Trust:	TBD	Stated Maturity Date:	5/16/2022

Interest Payment Dates: The 15th day of every sixth month commencing on 11/15/2007

Initial Interest Payment Date: 11/15/2007

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

Type of Interest Rate:  Fixed Rate  Floating Rate

Interest Rate: 5.650%

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: 5/15/2010  
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.*

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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:

<u>Purchasing Agent(s)</u>	<u>Principal Amount</u>
Merrill Lynch	TBD
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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.: 7-08752

Deposit: TBD

Net Deposit: TBD

Effective Date: 5/9/2007

Stated Maturity Date: 5/16/2022

Interest Payment Dates: The 15th day of every sixth month commencing on 11/15/2007

Initial Interest Payment Date: 11/15/2007

Type of Interest Rate:  Fixed Rate  Floating Rate

Interest Rate: 5.650%

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: 5/15/2010  
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: 5/9/2007

Additional/Other Terms: None