#####

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |
| Pricing Supplement Dated October 4, 2007  |   | Filed Pursuant to Rule 424(b)(2) |
| (To Prospectus dated February 16, 2006, and |   | Registration Statement Nos. |   | 333-129763 |
| Prospectus Supplement dated February 16, 2006)  |   |   |   | and 333-129763-01 |
|   |   |   |   |   |   |   |
|  |   |   |   | CUSIP: 74254PUP5 |



**Principal Life Insurance Company
Secured Medium-Term Notes (that are also Asset-Backed Securities)
Issued Through and Obligations of
Principal Life Income Fundings Trust 33 (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: |   | $ | 250,000,000 |   |   | Purchasing Agent(s) Discount: |   | 0% |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
| Issue Price: |   |   | 99.94281% |   |   | Original Issue Date:  |   | October 12, 2007  |
|   |   |   |   |   |   |   |   |   |   |   |
| Net Proceeds to the Trust:  |   | $ | 249,857,025 |   |   | Stated Maturity Date:  |   | October 9, 2009  |
|   |   |   |   |   |   |   |   |   |   |   |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |   |   |   |   |
| Specified Currency:  |   | U.S. Dollars |
|   |   |   |   |   |   |   |   |   |   |   |
| Interest Payment Dates:  |   | January 9, April 9, July 9 and October 9 of each year |
|   |   |   |   |   |   |   |   |   |   |   |
| Initial Interest Payment Date:  |   | January 9, 2008 |
|   |   |   |   |   |   |   |   |   |   |   |
| Regular Record Date:  |   | 15 calendar days prior to the Interest Payment Date |
|   |   |   |   |   |   |   |   |   |   |   |
| Type of Interest Rate: |   | o Fixed Rate  |   | ☒ Floating Rate |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
| Fixed Rate Notes: |   | o Yes  |  | ☒ No.  |   | If, Yes, |
|   |   |   |   |   |   |   |   |   |   |   |
| Interest Rate: |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
| Floating Rate Notes: |   | ☒ Yes  |  | o No.  |   | If, Yes, |
|   |   |   |   |   |   |   |   |   |   |   |
| Regular Floating Rate Notes: |   | ☒ Yes  |   | o No.  |   | If, Yes, |
| Interest Rate: |   | Federal Funds Rate + .50% |
| Interest Rate Basis(es): |   | See below |
|   |   |   |   |   |   |   |   |   |   |   |
| Floating Rate/Fixed Rate Note:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |
| Floating Interest Rate: |   |   |
| Interest Rate Basis(es): |   |   |
| Fixed Interest Rate: |   |   |
| Fixed Rate Commencement Date:  |   |   |

#####

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |  |
| Inverse Floating Rate Note:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |
| Fixed Interest Rate: |   |   |
| Floating Interest Rate: |   |   |
| Interest Rate Basis(es): |   |   |
|   |   |   |   |   |   |   |   |   |   |   |
| Initial Interest Rate, if any: |   | Federal Funds Rate + .50% |  |
|   |   |   |   |   |   |   |   |   |   |   |
| Initial Interest Reset Date: |   | January 9, 2008 |  |
|   |   |   |   |   |   |   |   |   |   |   |
| Interest Rate Basis(es). Check all that apply:  |   |   |   |   |  |
|   |   | o CD Rate |   | o Commercial Paper Rate |  |
|   |   | o CMT Rate |   | o Eleventh District Cost of Funds Rate |  |
|   |   | o Constant Maturity Swap Rate |   | o Federal Fund Open Rate |  |
|   |   | o LIBOR |   | ☒ Federal Funds Rate |  |
|   |   | o EURIBOR |   | o Treasury Rate |  |
|   |   | o Prime Rate |   | o Other |  |
|   |   |   |   |   |   |   |  |
| If LIBOR: |   | o LIBOR Reuters Screen LIBOR01 Page  |   | o LIBOR Moneyline Telerate Page 3750 |  |
|   |   |      LIBOR Currency: |   |   |  |
|   |   |   |   |   |   |   |  |
| If CMT Rate: |   |   |   |   |   |   |  |
| Designated CMT Telerate Page: |   |   |   |   |  |
| If 7052: |   | o Weekly Average |   | o Monthly Average |  |
| Designated CMT Maturity Index: |   |   |   |   |  |
|   |   |   |   |   |   |   |  |
| Index Maturity: |   |   |  |
|   |   |   |   |   |   |   |  |
| Spread (+/-): |   | + .50% |  |
|   |   |   |   |   |   |   |  |
| Spread Multiplier: |   | Not Applicable |  |
|   |   |   |   |   |   |   |  |
| Interest Reset Date(s): |   | Each business day |  |
|   |   |   |   |   |   |   |  |
| Interest Rate Determination Date(s): |   | The first business day preceding each Interest Reset Date |  |
|   |   |   |   |   |   |   |  |
| Maximum Interest Rate, if any: |   | Not Applicable |  |
|   |   |   |   |   |   |   |  |
| Minimum Interest Rate, if any: |   | Not Applicable |  |
|   |   |   |   |   |   |   |  |
| 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): |  |
|   |  |
| Day Count Convention (not applicable unless different than as specified in the prospectus and prospectus supplement): |  |
|   |   |   |   |   |   |   |  |
| Amortizing Notes:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |  |
| Amortizing Schedule: |   |   |  |
| Additional/Other Terms: |   |   |  |
|   |   |   |   |   |   |   |  |
| Discount Note:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |  |
| Total Amount of Discount: |   |   |  |
| Initial Accrual Period of Discount: |   |   |  |
| Additional/Other Terms: |   |   |  |
|   |   |   |   |   |   |   |  |
| Redemption Provisions:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |  |
| Initial Redemption Date: |   |   |  |
| Initial Redemption Percentage: |   |   |  |
| Annual Redemption Percentage Reduction (if any): |  |
| Redemption:  |   | o In whole only and not in part  |   |   |  |
|  |   | o May be in whole or in part  |   |   |  |
| Additional/Other Terms: |   |   |  |
|   |   |   |   |   |   |   |  |
| Repayment:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |  |

#####

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |
| Repayment Date(s): |   |   |
| Repayment Price: |   |   |
| Repayment:  |   | o In whole only and not in part  |   |   |
|  |   | o 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:  |   | o Yes  |   | ☒ No.  |   | If, Yes, Name of Exchange: |
|   |   |   |   |   |   |   |
| Authorized Denominations:  |   | $2,000 |   |   |   |   |

Ratings: The Notes issued under the Program are rated AA by Standard & Poors Ratings 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 Principal:  |   | ☒ Yes  |   | o No.  |   | If, Yes, |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   |   |   |   |   |
| **Purchasing Agent(s)** |   | **Principal Amount** |
|   |   |   |   |   |
| Banc of America Securities LLC |   | $ | 125,000,000 |   |
| Lehman Brothers Inc. |   | $ | 125,000,000 |   |
|   |
| Total: |   | $ | 250,000,000 |   |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |
| Purchasing Agent(s) Acting as Agent:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   |   |   |   |   |
| **Purchasing Agent(s)** |   | **Principal Amount** |
|   |   |   |   |   |
|   |   |   |                                     |   |
|   |   |   |   |   |
|   |
| Total: |   |   |   |   |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |   |   |
| State of Organization of the Trust:  | New York  |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| Additional/Other Terms: Notwithstanding anything in the Prospectus Supplement to the contrary, Federal Funds Rate means the rate for an Interest Reset Date will be the rate set forth in H.15(519) for that day under the caption EFFECT, as such rate is displayed on the Reuters Screen FEDFUNDS1 Page. If by 5:00 p.m., New York City time, on the day that is one business day following the Interest Reset Date, such rate for the Interest Reset Date does not appear on the Reuters Screen FEDFUNDS1 Page or is not yet published in H.15(519), the rate for that Interest Reset Date will be the rate set forth in H.15 Daily Update, or such other recognized electronic source used for the purpose of displaying such rate, for that day opposite the caption Federal funds (effective). If by 5:00 p.m., New York City time, on the day that is one business day following the Interest Reset Date, such rate for the Interest Reset Date does not appear on the Reuters Screen FEDFUNDS1 Page or is not yet published in H.15(519), H.15 Daily Update or another recognized electronic source, the rate for that Interest Reset Date will be the rate for the first preceding day for which such rate is set forth in H.15(519) opposite the caption Federal funds (effective), as such rate is displayed on the Reuters Screen FEDFUNDS1 Page.  |
|   |   |   |   |   |   |   |   |   |
| Special Tax Considerations:  |  |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| **2. The Funding Agreement** |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| Funding Agreement Issuer:  | Principal Life Insurance Company  |
|   |   |   |   |   |   |   |   |   |
| Funding Agreement No.:  | 5-20011 |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| Deposit Amount:  |   | $250,000,015 |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| Net Deposit:  | $249,857,025 |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| Effective Date:  | October 12, 2007  |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| Stated Maturity Date:  | October 9, 2009  |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| Specified Currency: |   | U.S. Dollars  |

#####

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |  |  |
|   |   |   |   |   |   |   |   |   |
| Interest Payment Dates:  |   | January 9, April 9, July 9 and October 9 of each year |   |
|   |   |   |   |   |   |   |   |   |
| Initial Interest Payment Date:  |   | January 9, 2008 |
|   |   |   |   |   |   |   |   |   |
| Type of Interest Rate: |   | o Fixed Rate  |   | ☒ Floating Rate |   |   |
|   |   |   |   |   |   |   |   |   |
| Fixed Rate Funding Agreement: |   | o Yes  |  | ☒ No.  |   | If, Yes, |
|   |   |   |   |   |   |   |   |   |
| Interest Rate: |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| Floating Rate Funding Agreement: |   | ☒ Yes  |  | o No.  |   | If, Yes, |
|   |   |   |   |   |   |   |   |   |
| Regular Floating Rate Funding Agreement: |   | ☒ Yes  |   | o No.  |   | If, Yes, |
| Interest Rate: |   | Federal Funds Rate + .50% |   |   |   |   |   |   |
| Interest Rate Basis(es): |   | See below |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
| Floating Rate/Fixed Rate Funding Agreement:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |
| Floating Interest Rate: |   |   |
| Interest Rate Basis(es): |   |   |
| Fixed Interest Rate: |   |   |
| Fixed Rate Commencement Date:  |   |   |
|   |   |   |   |   |   |   |   |   |
| Inverse Floating Rate Funding Agreement:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |
| Fixed Interest Rate: |   |   |
| Floating Interest Rate: |   |   |
| Interest Rate Basis(es): |   |   |
|   |   |   |   |   |   |   |   |   |
| Initial Interest Rate, if any: |   | Federal Funds Rate + .50% |
|   |   |   |   |   |   |   |   |   |
| Initial Interest Reset Date: |   | January 9, 2008 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |
| Interest Rate Basis(es). Check all that apply:  |   |   |   |   |
|   |   | o CD Rate |   | o Commercial Paper Rate |
|   |   | o CMT Rate |   | o Eleventh District Cost of Funds Rate |
|   |   | o Constant Maturity Swap Rate |   | o Federal Funds Open Rate |
|   |   | o LIBOR |   | ☒ Federal Funds Rate |
|   |   | o EURIBOR |   | o Treasury Rate |
|   |   | o Prime Rate |   | o Other (See Attached) |
|   |   |   |   |   |   |   |
| If LIBOR: |   | o LIBOR Reuters Screen LIBOR01 Page  |   | o LIBOR Moneyline Telerate Page 3750 |
|   |   |      LIBOR Currency:  |   |   |
|   |   |   |   |   |   |   |
| If CMT Rate: |   |   |
| Designated CMT Telerate Page: |   |   |   |   |
| If 7052: |   | o Weekly Average |   | o Monthly Average |
| Designated CMT Maturity Index: |   |   |   |   |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |
| Index Maturity: |   |   |   |   |   |   |
|   |   |   |   |   |   |   |
| Spread (+/-): |   | + .50% |   |   |   |   |
|   |   |   |   |   |   |   |
| Spread Multiplier: |   | Not Applicable |   |   |   |   |
|   |   |   |   |   |   |   |
| Interest Reset Date(s): |   | Each business day |   |   |   |   |
|   |   |   |   |   |   |   |
| Interest Rate Determination Date(s): |   | The first business day preceding each Interest Reset Date |
|   |   |   |   |   |   |   |
| Maximum Interest Rate, if any: |   | Not Applicable |   |   |   |   |
|   |   |   |   |   |   |   |
| Minimum Interest Rate, if any: |   | Not Applicable |   |   |   |   |
|   |   |   |   |   |   |   |
| Calculation of Interest (not applicable unless different than as specified in the prospectus and prospectus supplement): |
|   |  |
| Day Count Convention (not applicable unless different than as specified in the prospectus and prospectus supplement): |

#####

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |
| Amortizing Funding Agreement:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |
| Amortizing Schedule: |   |   |   |   |   |   |
| Additional/Other Terms: |   |   |
|   |   |   |   |   |   |   |
| Discount Funding Agreement:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |
| Total Amount of Discount: |   |   |   |   |   |   |
| Initial Accrual Period of Discount: |   |   |   |   |   |   |
| Additional/Other Terms: |   |   |
| Redemption Provisions:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |
| Initial Redemption Date: |   |   |
| Initial Redemption Percentage: |   |   |
| Annual Redemption Percentage Reduction (if any): |
| Redemption:  |   | o In whole only and not in part  |   |   |
|    |   | o May be in whole or in part  |   |   |
| Additional/Other Terms: |   |   |
|   |   |   |   |   |   |   |
| Repayment:  |   | o Yes  |   | ☒ No.  |   | If, Yes, |
| Repayment Date(s): |   |   |   |   |   |   |
| Repayment Price: |   |   |   |   |   |   |
| Repayment:  |   | o In whole only and not in part  |   |   |
|    |   | o 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: Notwithstanding anything in the Prospectus Supplement to the contrary, Federal Funds Rate means the rate for an Interest Reset Date will be the rate set forth in H.15(519) for that day under the caption EFFECT, as such rate is displayed on the Reuters Screen FEDFUNDS1 Page. If by 5:00 p.m., New York City time, on the day that is one business day following the Interest Reset Date, such rate for the Interest Reset Date does not appear on the Reuters Screen FEDFUNDS1 Page or is not yet published in H.15(519), the rate for that Interest Reset Date will be the rate set forth in H.15 Daily Update, or such other recognized electronic source used for the purpose of displaying such rate, for that day opposite the caption Federal funds (effective). If by 5:00 p.m., New York City time, on the day that is one business day following the Interest Reset Date, such rate for the Interest Reset Date does not appear on the Reuters Screen FEDFUNDS1 Page or is not yet published in H.15(519), H.15 Daily Update or another recognized electronic source, the rate for that Interest Reset Date will be the rate for the first preceding day for which such rate is set forth in H.15(519) opposite the caption Federal funds (effective), as such rate is displayed on the Reuters Screen FEDFUNDS1 Page.  |
|   |   |   |  |
| Special Tax Considerations:  |   |   |  |
|   |   |   |  |
| **3. The Guarantee** |   |   |  |
|   |   |   |  |
| Guarantee Issuer:  |   | Principal Financial Group, Inc. |  |
|   |   |   |  |
| Effective Date:  |   | October 12, 2007 |  |
|   |   |   |  |
| Additional/Other Terms if any:  |   |   |  |