

Sales programs and discounts

Association Program² – 10% discount for approved associations with 100+ eligible members. Limitation of Benefits for Mental/Nervous Substance Abuse (MNSA) Disorders rider may be required on Individual DI insurance policies; Association discount stackable with Select Occupation and MNSA discounts.

DI Retirement Security⁵ – Helps clients continue to save for retirement in the event of a qualifying disability. Benefits are paid to an irrevocable trust and invested according to the investment options chosen. At the end of the benefit period, trust assets can be distributed to the client.

Standard Issue (GSI) Program⁹ – Provides standard coverage for an entire group. Up to 30% in discounts available based on participating lives.

Fallback GSI – Allows employees to qualify for the maximum DI benefit available based on full underwriting. If an employee does not meet underwriting guidelines, a GSI benefit is still available. Discounts are based on the number of participating lives.

MNSA Disorders Limitation Rider⁴ – Limits mental, nervous and substance abuse claims to a lifetime benefit of 24 months. Up to 10% MNSA discount stackable with either Multi-Life or Association and Select Occupation discounts.

Multi-Life Discount⁹ – 20% discount for three or more lives with a common employer; stackable with Select Occupation and MNSA discounts.

Select Occupation Discount – 10% discount for “select” 5A occupations. Select Occupation discount stackable with either Multi-Life or Association and MNSA discounts.

Simplified Sales Programs³ – Streamlined sales process that promises an underwriting decision in 48 hours once necessary paperwork and the TeleApp interviews are completed and received.

¹ Please remember to abide by the company’s policy on disclosure of compensation. You can obtain more information, as well as a sample disclosure form, at www.principal.com.

² Available for Disability Income, Overhead Expense and Disability Buy-Out insurance, based on state approval. Go to: principal.com/distateapprovals.

³ No blood, urine, exams, EKGs or APSSs required unless a significant medical condition is reported by MIB, significant medical information is obtained from the TeleApp or other available information, or any other disability coverage has been issued or applied for on a non-medical basis. Applications could be rated, ridered or declined based on all underwriting information available; this is not a guaranteed issue program. Urine/HIV test is required in Maine. Subject to Issue & Participation limits and minimum premium requirement. Combined Simplified DI and Simplified OE benefits cannot exceed \$10,000/month. (Not available for all issue ages.)

⁴ The MNSA rider is required for Single-Life policies in FL, LA and NV. Optional in all other states for Multi-Life cases. Required on all DI policies in CA. Not available in VT.

In TX – 3% discount with 5-year benefit period; 5% for all other benefit periods. Not available on 2-year benefit period.

⁵ DI Retirement Security is issued as a non-cancelable, guaranteed renewable, individual disability income insurance policy. It is not a pension or retirement program or a substitute for such a program. DI Retirement Security is not available for government employees or anyone who is overinsured based on Principal Life’s current Issue and Participation guidelines. It may not be available or the benefit amount may be reduced for certain occupations if there is existing DI coverage with lifetime benefits. Additional underwriting guidelines may apply.

⁶ Higher Participation Limits may apply if Group LTD or other Individual DI is in force.

⁷ Not all discounts can be stacked together and may not be available in all states.

⁸ For state approvals, go to: principal.com/distateapprovals.

⁹ The Multi-Life Discount is not available for Key Person Replacement, Overhead Expense and Disability Buy-Out policies written in Ohio. This includes any Multi-Life Discount given for fully underwritten, Simplified Multi-Life and Guaranteed Standard Issue cases. Policies taken on these products will not count towards the three lives qualification for multi-life in Ohio.

¹⁰ Only available in CA.

Individual Disability Insurance Products and Services Guide

We have what it takes.

Selling Individual Disability Insurance made easy –
from start to finish.

Before the sale

Disability Income Regional Vice Presidents
National Sales Desk
Marketing support

Producer website – www.principal.com/financialprofessional

Principal marketing and illustrations

CE course credit

From Here to SecuritySM

During the sale

Competitive products and sales programs

Underwriting support

Multi-Life case design and illustrations

TeleApp Interview – one call does it all!

After the sale

Attractive compensation¹

Administrative services, claims and ongoing support

Automated policyowner systems: telephone and internet

Satisfied customers

FOR MORE INFORMATION

Contact your Principal Life representative.

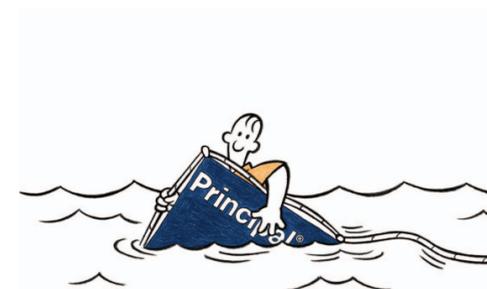


WE’LL GIVE YOU AN EDGE[®]

Principal Life Insurance Company, Des Moines, Iowa 50392-0001, www.principal.com

For producer information only. Not for use in sales situations.

JJ1146-15 | 01/2012 | t11120901jm



Series 700 Individual Disability Insurance Products

	DISABILITY INCOME INSURANCE (HH750)	KEY PERSON REPLACEMENT (HH772) ⁸	OVERHEAD EXPENSE (HH702/HH789) ⁸	DISABILITY BUY-OUT INSURANCE (HH703)		
Product Design	<ul style="list-style-type: none"> Replaces a portion of earned income lost due to a disability Non-cancelable, guaranteed renewable to age 65 and conditionally renewable for life Provides an excellent funding method for Executive Bonus and Salary Continuation Plans 	<ul style="list-style-type: none"> Provides benefits to the business when the insured key employee becomes totally disabled Conditionally renewable to age 65 with guaranteed premium Designed to help protect small- to medium-sized businesses from the loss of employees critical to the success of the business. Benefits can be used toward recruitment costs, temporary staffing needs, revenue replacement, etc. 	<ul style="list-style-type: none"> Reimburses a business owner for business expenses incurred during a disability Non-cancelable, guaranteed renewable to age 65 and conditionally renewable for life Designed for owners of small- to medium-sized businesses, whose personal service is key to the continued earning of business income 	<ul style="list-style-type: none"> Reimburses the purchase of a totally disabled business owner's interest under a buy-sell agreement Conditionally renewable to age 65 with guaranteed premiums Designed for professionals and owners of small- to medium-sized businesses who are full-time, active and key to the continuation of the business 		
Issue Guidelines	<ul style="list-style-type: none"> Issue ages: 18-60 for single-life cases; 18-64 for multi-life cases* Occupation classes: 5A, 5A-M, 4A, 4A-M, 3A, 3A-M, 2A, A Elimination periods: 30 (not available in CA), 60, 90, 180 or 365 days Benefit periods: 2 years, 5 years, To Age 65, To Age 67 or To Age 70 Your occupation periods: 2 years, 5 years, To Age 65, To Age 67 or To Age 70 <p>* Older ages may be available; subject to underwriting approval</p>	<ul style="list-style-type: none"> Issue ages: 18-55 for single-life and multi-life cases Occupation classes: 5A, 5A-M, 4A, 4A-M, 3A, 3A-M Benefits: lump sum or combination of monthly and lump sum Elimination periods: <ul style="list-style-type: none"> Monthly: 90 or 180 days Lump sum: 180, 365 or 730 <ul style="list-style-type: none"> Key person must meet the following guidelines: <ul style="list-style-type: none"> Does not own more than 50% of the business Actively working full-time in key person position (e.g., at least 30 hours per week) Employed by the company in key person position for at least 12 months 	<ul style="list-style-type: none"> Issue ages: 18-60 for single-life and multi-life cases Occupation classes: 5A, 5A-M, 4A, 4A-M, 3A, 3A-M, 2A, A Elimination periods: 30, 60 or 90 days Benefit factors*: 12, 15, 18, 24 or 30 times Maximum number of owners: eight for fee-for-service businesses; four for other types of businesses <p>* Benefit factors of 15 and 30 times available on HH789⁸</p>	<ul style="list-style-type: none"> Issue ages: 18-60 for single-life and multi-life cases Occupation classes: 5A, 5A-M, 4A, 4A-M, 3A, 3A-M, 2A, A Elimination periods: 365, 540 or 730 days Benefits: lump sum, monthly installments of 24, 36 or 60 months or a combination of lump sum and monthly installments <ul style="list-style-type: none"> Number of owners: 2-10 for 5A, 5A-M, 4A and 4A-M occupation classes; 2-8 for 3A, 3A-M and 2A occupation classes; 2-6 for A occupation class 5% minimum business ownership requirement All eligible owners of the business must apply 		
Issue Limits	<ul style="list-style-type: none"> Minimum premium: \$200 of annual pre-discounted premium Minimum earned income: \$15,000/year as indicated on federal tax returns Maximum limits⁶ (additional guidelines apply): <ul style="list-style-type: none"> \$20,000/month for 5A, 4A and 3A \$15,000/month for 5A-M, 4A-M and 3A-M \$8,000/month for 2A \$6,000/month for A 	<ul style="list-style-type: none"> Minimum premium: \$200 of annual pre-discounted premium Minimum earned income: \$30,000/year Maximum limit: based on calculation of two times the key employee's earned income (up to \$500,000); additional guidelines apply 	<ul style="list-style-type: none"> Minimum premium: \$200 of annual pre-discounted premium Minimum earned income: \$15,000/year (verification of personal earned income is not required unless requested by your DI underwriter) Maximum limits (additional guidelines apply): <ul style="list-style-type: none"> Maximum limit of \$50,000/month for 5A, 5A-M, 4A, 4A-M, 3A or 3A-M Maximum limit of \$10,000/month for 2A and A 	<ul style="list-style-type: none"> Minimum premium: \$200 of annual pre-discounted premium Minimum earned income: \$15,000/year (verification of personal earned income is not required unless requested by your DI underwriter) Maximum limits (additional guidelines apply): <ul style="list-style-type: none"> \$3 million for 5A, 4A and 3A \$2 million for 2A \$1.5 million for 5A-M, 4A-M and 3A-M \$1 million for A 		
Premium Rates	<ul style="list-style-type: none"> Sex distinct for single-life and Association cases, (Montana requires unisex rates); unisex for multi-life cases Geographic pricing based on state of residence Level premium Smoker/Nonsmoker 	<ul style="list-style-type: none"> Sex distinct for single-life and multi-life cases (MT requires unisex rates) Level premium Smoker/Nonsmoker 	<ul style="list-style-type: none"> Sex distinct for single-life, multi-life (MT requires unisex rates) and Association cases Level premium Smoker/Nonsmoker 	<ul style="list-style-type: none"> Sex distinct for single-life, multi-life (MT requires unisex rates) and Association cases Level premium Smoker/Nonsmoker 		
Discounts⁷	<ul style="list-style-type: none"> Select Occupation: 10% Multi-Life: 20%⁹ Association: 10%² 	<ul style="list-style-type: none"> Limitation of Benefits for Mental/Nervous and Substance Abuse Disorders: 10% with To Age 65, To Age 67 and To Age 70 Benefit Period and 5% with 2 years or 5 years Benefits Periods⁴ 	<ul style="list-style-type: none"> Select Occupation: 10% Multi-Life: 20%⁹ Association: 10%² 	<ul style="list-style-type: none"> Select Occupation: 10% Multi-Life: 20%⁹ Association: 10%² 		
Riders	<ul style="list-style-type: none"> Benefit Update Capital Sum Benefit Catastrophic Disability Benefit Conditionally Renewable Policy Cost of Living Adjustment Extended Total Disability Benefit Future Benefit Increase Limitation of Benefits for Mental/Nervous and Substance Abuse Disorders⁴ 	<ul style="list-style-type: none"> Presumptive Disability Benefit Regular Occupation Residual Disability and Recovery Benefit Residual Disability Benefit¹⁰ Short-Term Residual Disability Benefit Recovery Benefit¹⁰ Supplemental Health Benefit Transitional Occupation 	<ul style="list-style-type: none"> Not applicable 	<ul style="list-style-type: none"> Automatic Increase Option Benefit Update Business Loan Protection⁸ Residual Disability Benefit 	<ul style="list-style-type: none"> Benefit Update 	
Additional Features	<ul style="list-style-type: none"> Death Benefit Interrupted Elimination Period Recurring Disability 	<ul style="list-style-type: none"> Rehabilitation Benefit Transplant Surgery Benefit Waiver of Premium Benefit 	<ul style="list-style-type: none"> Interrupted Elimination Period Recurring Disability Waiver of Premium Benefit 	<ul style="list-style-type: none"> Advance Benefit (HH789) Carry Forward Feature Death Benefit Exchange Privilege Interrupted Elimination Period Legal/Accounting Fee Benefit 	<ul style="list-style-type: none"> Presumptive Disability Benefit Recovery Benefit Recurring Disability Benefit Transplant Surgery Benefit Waiver of Premium Benefit 	<ul style="list-style-type: none"> Death Benefit Exchange Privilege Legal/Accounting Fee Benefit <ul style="list-style-type: none"> Transfer Privilege Waiver of Premium Benefit

Individual DI insurance policy (HH750) available in all states; Series 700 business products not available in CA; refer to the California Products and Services Guide (JJ1205) for more information. This is a summary of benefits. Consult the state-specific policy for actual terms, limitations and exclusions. Riders and benefits are subject to state and occupation class availability and may require an additional premium. Disability insurance has certain limitations and exclusions. For costs and complete details of coverage, contact your Principal Life representative. Insurance is issued by Principal Life Insurance Company, Des Moines, IA 50392. Principal Life is a member of the Principal Financial Group®.