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under management in our retirement operation.** All of this makes us the "go to" player your clients need in managing the risk of funding future liabilities. And that will make you a die-hard fan of ours, too.



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*Investment Advisor magazine, November 2009. **As of 12/31/2010. ©2011 Principal Financial Services, Inc. Insurance issued by Principal National Life Insurance Company (except in NY) and Principal Life Insurance Company. Securities offered through Princor Financial Services Corporation, member SIPC. Principal National, Principal Life, Princor, Principal Bank and Principal Financial Services, Inc., are members of the Principal Financial Group® t110323043c