

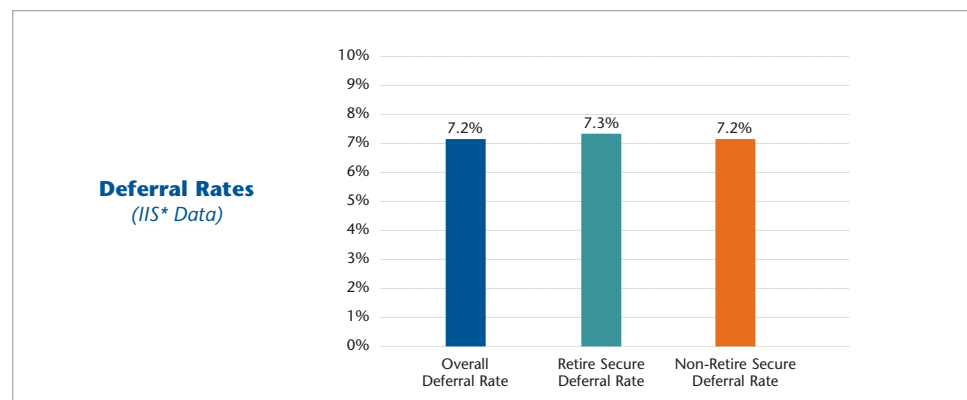
The Power of One-on-One

Fast Fact

As of year-end 2006, 475 retirement plan sponsors offered their participants one-on-one meetings at the worksite.

One-on-one, personalized meetings at the worksite improved savings behavior. The Principal Financial Group has been providing a one-of-its-kind worksite guidance program, called Principal Retire SecureSM, since 2005. While not appropriate for all companies, plans that offered Principal Retire Secure had 11.8 percent higher participation rate than plans not participating in Principal Retire Secure. Deferral rates were also higher for participants plans that offered Principal Retire Secure. Employees meet one-on-one with a salaried benefits specialist on company time, free of charge to the employee and the plan sponsor.

In 2006, each employee participating in the program began receiving an innovative tool to help them with their financial planning. My Principal[®] Edge Milestones is a personalized timeline and strategy based on the specific circumstances of each individual. The Milestone timeline is an easy way to keep employees on track with their retirement goals.



	Plans with Retire Secure	Plans without Retire Secure
Average Deferral Rate	7.3%	7.2%
Average Participation Rate	73.5%	65.8%

*Individual Investor Services (IIS)