



Mailing Address:
Des Moines, IA 50392-0002

Principal Life
Insurance Company

Debit Card Memo / IIAS

Current information on Merchants committed to an IIAS as of October 31, 2007

Continuing with our efforts to keep you current on all of the latest IIAS developments, we are sending another update. Attached is a document that includes the most updated list of merchants who have confirmed their intention to implement the standard and their corresponding targeted go-live date. It is important to understand which merchants will offer an IIAS solution so that you can communicate this information to your cardholders. Educating your cardholders to shop at merchants with an IIAS in place is not only IRS compliant, but it will also increase your auto-substantiation rates.

The merchant list is dynamic. We are aware of additional merchants preparing to implement the standard solution, but at this time they are uncomfortable committing to details or an implementation date, and are therefore not represented on the list. The merchants that are listed have stated their intention to implement, however it is important to understand that the implementation dates are not guaranteed and could change. As we receive commitments from additional merchants and approval to publish their details, we will share this information with you.

You will note that Publix is absent from the list. Many of you have been asking us if Publix will adopt the IIAS for 1/1/08. Information we have received indicates that Publix does plan to adopt IIAS, but will most likely not be ready by 1/1/08. In order to facilitate card use in the interim, Publix will recode all pharmacy POS terminals to the 5912 merchant code. Customers will be able to use their cards at the Publix pharmacy registers. Our understanding is that Publix plans to implement the IIAS solution some time in 2008.

There have been several changes to this list since the last update we sent; therefore we encourage you to review this list carefully and continue to share with your employees so they have the most current information to be able to make the best decisions on the use of their card beginning January 1, 2008.