



NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS

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NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS® RENEWS PARTNERSHIP WITH THE PRINCIPAL FINANCIAL GROUP

The Principal Financial Group to Continue as Co-sponsor of NAWBO SmartBrief

(McLean, Va.)—The National Association of Women Business Owners (NAWBO®) is pleased to announce its continuing relationship with the Principal Financial Group®. This marks the ninth year NAWBO and The Principal® have partnered to provide financial products and services to women entrepreneurs.

The Principal will continue to serve as co-underwriter of NAWBO *SmartBrief*, a twice-weekly e-news summary for women business owners. NAWBO *SmartBrief* delivers the latest news for business owners via e-mail. Each e-newsletter contains important business news, commentary on hot topics, and information on NAWBO's upcoming events and programs.

"NAWBO is delighted that the Principal Financial Group has chosen to extend its support of women entrepreneurship through this partnership," said Carol Kuc, NAWBO president and president/CEO of Complete Conference Coordinators, Inc. in Naperville, Ill. "With the continued sponsorship by The Principal of NAWBO *SmartBrief*, women business owners will be kept up to date on pertinent issues, allowing them to grow their companies smartly and successfully."

The NAWBO Corporate Partner program offers organizations the opportunity to cultivate a relationship with the fastest growing segment of the business community—women entrepreneurs. In addition, these partnerships help NAWBO fund vital initiatives that allow the association to deliver greater benefits to its members.

"We choose organizations with which to partner that share our common interest of providing women entrepreneurs an edge to grow their business, making NAWBO an obvious choice," said Michelle Swanda, Advertising Officer, The Principal. "NAWBO *SmartBrief* is the perfect vehicle for us to share news, because it is widely received by leading business owners due to its timely and compelling content. We plan to regularly include information of interest to NAWBO members, including information about the Principal Women in Business Teleclass Series—monthly free

teleclasses that assist women business owners in growing their business and networking with other women business owners, while learning from a variety of extraordinary speakers.”

About The Principal Financial Group: The Principal Financial Group® (The Principal®)³ is a leader in offering businesses, individuals and institutional clients a wide range of financial products and services, including retirement and investment services, life and health insurance, and banking through its diverse family of financial services companies and national network of financial professionals. A member of the Fortune 500, the Principal Financial Group has \$215.0 billion in assets under management⁴ and serves some 16.4 million customers worldwide from offices in Asia, Australia, Europe, Latin America and the United States. Principal Financial Group, Inc. is traded on the New York Stock Exchange under the ticker symbol PFG. For more information, visit www.principal.com.

About NAWBO: Founded in 1975, NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide. Thirty years later, NAWBO is still the only organization that solely represents the interest of women entrepreneurs in all industries. The organization's mission is to strengthen the wealth-creating capacity of its members and promote economic development; to create innovative and effective change in the business culture; to build strategic alliances, coalitions and affiliations; and to transform public policy and influence opinion makers. Visit www.nawbo.org for more information.

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³ “The Principal Financial Group” and “The Principal” are registered service marks of Principal Financial Services, Inc., a member of the Principal Financial Group.

⁴ As of September 30, 2006.