

PRINCIPAL FINANCIAL GROUP INC  
 Form 4  
 September 06, 2006

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**GRISWELL J BARRY**

2. Issuer Name and Ticker or Trading Symbol  
**PRINCIPAL FINANCIAL GROUP INC [PFG]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 711 HIGH STREET  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 09/01/2006

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Chairman and CEO

DES MOINES, IA 50392

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	09/01/2006		M <sup>(1)</sup>		100,000	A	\$ 27.57
Common Stock	09/01/2006		S <sup>(1)</sup>		400	D	\$ 52.98
Common Stock	09/01/2006		S <sup>(1)</sup>		1,200	D	\$ 53
Common Stock	09/01/2006		S <sup>(1)</sup>		100	D	\$ 53.01
Common Stock	09/01/2006		S <sup>(1)</sup>		300	D	\$ 53.02

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Common Stock	09/01/2006	<u>S(1)</u>	900	D	\$ 53.03	237,835 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	1,000	D	\$ 53.04	236,835 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	3,900	D	\$ 53.05	232,935 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	1,200	D	\$ 53.06	231,735 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	2,200	D	\$ 53.07	229,535 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	7,200	D	\$ 53.08	222,335 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	15,500	D	\$ 53.09	206,835 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	13,900	D	\$ 53.1	192,935 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	14,100	D	\$ 53.11	178,835 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	15,600	D	\$ 53.12	163,235 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	10,000	D	\$ 53.13	153,235 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	3,800	D	\$ 53.14	149,435 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	1,800	D	\$ 53.15	147,635 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	300	D	\$ 53.16	147,335 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	500	D	\$ 53.17	146,835 <u>(2)</u>	D
Common Stock	09/08/2006	<u>S(1)</u>	300	D	\$ 53.18	146,535 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	100	D	\$ 53.19	146,435 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	200	D	\$ 53.2	146,235 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	100	D	\$ 53.22	146,135 <u>(2)</u>	D
Common Stock	09/01/2006	<u>S(1)</u>	5,000	D	\$ 53.24	141,135 <u>(2)</u>	D
	09/01/2006	<u>S(1)</u>	400	D		140,735 <u>(2)</u>	D

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Common Stock	\$			
	53.26			
Common Stock		384	I	By 401(k) Plan
Common Stock		175	I	By Spouse

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Option (Right to Buy)	\$ 27.57	09/01/2006		M <sup>(1)</sup>	100,000	<sup>(3)</sup>	02/25/2013	Common Stock	100,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GRISWELL J BARRY 711 HIGH STREET DES MOINES, IA 50392	X		Chairman and CEO	

## Signatures

Joyce N. Hoffman, by Power of Attorney  
09/06/2006

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Pursuant to a 10b5-1 plan adopted February 20, 2006.

(2) Includes 2,845 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.

(3) The option vested in three equal annual installments beginning February 25, 2004.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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