

PRINCIPAL LIFE INSURANCE CO

Form 424B2

July 12, 2007

Pricing Supplement Dated July 10, 2007
 (To Prospectus dated February 16, 2006, and
 Prospectus Supplement dated February 16, 2006)

Filed pursuant to Rule 424(b)(2)
 Registration Statement Nos. 333-129763 and
 333-129763-01

CUSIP: 74254PSX1

Principal Life Insurance Company
Secured Medium-Term Notes (that are also Asset-Backed Securities)
Issued Through and Obligations of
Principal Life Income Fundings Trust 31 (the Trust and the Issuing Entity)

The description of this pricing supplement of the particular terms of the Secured Medium-Term Notes offered hereby, and the Funding Agreement (specified below) issued by Principal Life Insurance Company (Principal Life) to the Trust, the payment obligations of which are fully and unconditionally guaranteed by the Guarantee (specified below) issued by Principal Financial Group, Inc. to the Trust, supplements the description of the general terms and provisions of the notes, the funding agreements and the guarantees set forth in the accompanying prospectus and prospectus supplement, to which reference is hereby made.

1. The Notes

| | | | |
|----------------------------|---------------|-------------------------------|---------------|
| Principal Amount: | \$250,000,000 | Purchasing Agent(s) Discount: | 0% |
| Issue Price: | 100% | Original Issue Date: | July 17, 2007 |
| Net Proceeds to the Trust: | \$250,000,000 | Stated Maturity Date: | July 17, 2009 |

| | | | |
|--------------------------------|---|--------------------------------------|----------|
| Specified Currency: | U.S. Dollars | | |
| Interest Payment Dates: | January 17, April 17, July 17 and October 17 of each year | | |
| Initial Interest Payment Date: | October 17, 2007 | | |
| Regular Record Date: | 15 calendar days prior to the Interest Payment Date | | |
| Type of Interest Rate: | <input type="radio"/> Fixed Rate <input checked="" type="radio"/> Floating Rate | | |
| Fixed Rate Notes: | <input type="radio"/> Yes | <input checked="" type="radio"/> No. | If, Yes, |
| Interest Rate: | | | |
| Floating Rate Notes: | <input checked="" type="radio"/> Yes | <input type="radio"/> No. | If, Yes, |
| Regular Floating Rate Notes: | <input checked="" type="radio"/> Yes | <input type="radio"/> No. | If, Yes, |
| Interest Rate: | 3-Month LIBOR - .015% | | |
| Interest Rate Basis(es): | See below | | |

Floating Rate/Fixed Rate Note: Yes No. If, Yes,
Floating Interest Rate:
Interest Rate Basis(es):
Fixed Interest Rate:
Fixed Rate Commencement Date:

Inverse Floating Rate Note: Yes No. If, Yes,
 Fixed Interest Rate:
 Floating Interest Rate:
 Interest Rate Basis(es):

Initial Interest Rate, if any: 3-Month LIBOR - .015% determined on the second business day preceding the Original Issue Date.

Initial Interest Reset Date: October 17, 2007

Interest Rate Basis(es). Check all that apply:
 CD Rate Commercial Paper Rate
 CMT Rate Eleventh District Cost of Funds Rate
 Constant Maturity Swap Rate Federal Fund Open Rate
 LIBOR Federal Funds Rate
 EURIBOR Treasury Rate
 Prime Rate Other (See Attached)

If LIBOR: LIBOR Reuters Screen LIBOR Moneyline Telerate
 LIBOR01 Page Page 3750
 LIBOR Currency: U.S. Dollars

If CMT Rate:
 Designated CMT Telerate Page:
 If 7052: Weekly Average Monthly Average
 Designated CMT Maturity Index:

Index Maturity: 3-Month

Spread (+/-): - .015%

Spread Multiplier: Not Applicable

Interest Reset Date(s): Each Interest Payment Date

Interest Rate Determination Date(s): The second business day preceding the Interest Reset Date

Maximum Interest Rate, if any: Not Applicable

Minimum Interest Rate, if any: Not Applicable

Calculation Agent: Citibank, N.A.

Exchange Rate Agent: Not applicable

Computation of Interest (not applicable unless different than as specified in the prospectus and prospectus supplement):

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Day Count Convention (not applicable unless different than as specified in the prospectus and prospectus supplement):

Amortizing Notes: Yes No. If, Yes,
Amortizing Schedule:
Additional/Other Terms:

Discount Note: Yes No. If, Yes,
Total Amount of Discount:
Initial Accrual Period of Discount:
Additional/Other Terms:

Redemption Provisions: Yes No. If, Yes,
Initial Redemption Date:
Initial Redemption Percentage:
Annual Redemption Percentage
Reduction (if any):
Redemption: In whole only and not in part
 May be in whole or in part
Additional/Other Terms:

Repayment: Yes No. If, Yes,

Repayment Date(s):

Repayment Price:

Repayment: In whole only and not in part
 May be in whole or in part

Additional/Other Terms:

Sinking Fund (not applicable unless specified):

Additional Amounts to be Paid for Withholding Tax (not applicable unless specified):

Securities Exchange Listing: Yes No. If, Yes, Name of Exchange:

Authorized Denominations: \$1,000

Ratings: The Notes issued under the Program are rated AA by Standard & Poor's Ratings Services, a division of The McGraw-Hill Companies, Inc. (S&P). Principal Life expects the Notes to be rated Aa2 by Moody's Investors Service, Inc. (Moody's).

Purchasing Agent(s) Purchasing Notes as Yes No. If, Yes, Principal:

| <u>Purchasing Agent(s)</u> | <u>Principal Amount</u> |
|----------------------------|-------------------------|
| Barclays Capital Inc. | \$250,000,000 |
| <hr/> | |
| Total: | \$250,000,000 |

Purchasing Agent(s) Acting as Agent: Yes No. If, Yes,

| <u>Purchasing Agent(s)</u> | <u>Principal Amount</u> |
|----------------------------|-------------------------|
| <hr/> | |
| <hr/> | |
| Total: | |

State of Organization of the Trust: New York

Additional/Other Terms:

Special Tax Considerations:

2. The Funding Agreement

Funding Agreement Issuer: Principal Life Insurance Company

Funding Agreement No.: 8-04134

Deposit Amount: \$250,000,015

Net Deposit: \$250,000,000

Effective Date: July 17, 2007

Stated Maturity Date: July 17, 2009

Specified Currency: U.S. Dollars

Interest Payment Dates: January 17, April 17, July 17 and
October 17 of each year

Initial Interest Payment Date: October 17, 2007

Type of Interest Rate: Fixed Rate Floating Rate

Fixed Rate Funding Agreement: Yes No. If, Yes,

Interest Rate:

Floating Rate Funding Agreement: Yes No. If, Yes,

Regular Floating Rate Funding Agreement: Yes No. If, Yes,

Interest Rate: 3-Month LIBOR - .015%

Interest Rate Basis(es): See below

Floating Rate/Fixed Rate Funding Agreement: Yes No. If, Yes,

Floating Interest Rate:

Interest Rate Basis(es):

Fixed Interest Rate:

Fixed Rate Commencement Date:

Inverse Floating Rate Funding Agreement: Yes No. If, Yes,

Fixed Interest Rate:

Floating Interest Rate:

Interest Rate Basis(es):

Initial Interest Rate, if any: 3-Month LIBOR - .015% determined on the second business day preceding the Original Issue Date.

Initial Interest Reset Date: October 17, 2007

Interest Rate Basis(es). Check all that apply:

- CD Rate
- CMT Rate
- Constant Maturity Swap Rate
- LIBOR
- EURIBOR
- Prime Rate
- Commercial Paper Rate
- Eleventh District Cost of Funds Rate
- Federal Funds Open Rate
- Federal Funds Rate
- Treasury Rate
- Other (See Attached)

If LIBOR: LIBOR Reuters Screen LIBOR01 Page LIBOR Moneyline Telerate Page 3750

LIBOR Currency: U.S. Dollars

If CMT Rate:

Designated CMT Telerate Page:

If 7052: Weekly Average Monthly Average

Designated CMT Maturity Index:

Index Maturity: 3-Month

Spread (+/-): - .015%

Spread Multiplier: Not Applicable

Interest Reset Date(s): Each Interest Payment Date

Interest Rate Determination Date(s): The second business day preceding the related Interest Reset Date

Maximum Interest Rate, if any: Not Applicable

Minimum Interest Rate, if any: Not Applicable

Calculation of Interest (not applicable unless different than as specified in the prospectus and prospectus supplement):

Day Count Convention (not applicable unless different than as specified in the prospectus and prospectus supplement):

Amortizing Funding Agreement: Yes No. If, Yes,

Amortizing Schedule:

Additional/Other Terms:

Discount Funding Agreement: Yes No. If, Yes,

Total Amount of Discount:

Initial Accrual Period of Discount:

Additional/Other Terms:

Redemption Provisions: Yes No. If, Yes,

Initial Redemption Date:

Initial Redemption Percentage:

Annual Redemption Percentage Reduction (if any):

Redemption: In whole only and not in part
 May be in whole or in part

Additional/Other Terms:

Repayment: Yes No. If, Yes,

Repayment Date(s):

Repayment Price:

Repayment: In whole only and not in part
 May be in whole or in part

Additional/Other Terms:

Sinking Fund (not applicable unless specified):

Additional Amounts to be Paid For Withholding Tax (not applicable unless specified):

Ratings: The Funding Agreement issued under the Program is rated AA by S&P. Principal Life expects the Funding Agreement to be rated Aa2 by Moody's.

Additional/Other Terms if any:

Special Tax Considerations:

3. The Guarantee

Guarantee Issuer: Principal Financial Group, Inc.

Effective Date: July 17, 2007

Additional/Other Terms if any: