

PRINCIPAL FINANCIAL GROUP INC  
Form 3  
August 18, 2008

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *			2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â Lillis Terrance J.			(Month/Day/Year)	PRINCIPAL FINANCIAL GROUP INC [PFG]	
(Last)	(First)	(Middle)	08/07/2008	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
711 HIGH STREET				(Check all applicable)	
(Street)				<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
DES MOINES,Â IAÂ 50392				<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
(City)	(State)	(Zip)		(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
				Senior Vice President & CFO	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	5,848 <sup>(1)</sup>	D	Â
Common Stock	35	I	By 401(k) Plan
Common Stock	303	I	By Spouse

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

SEC 1473 (7-02)

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Phantom Stock Units	Â (2)	Â (2)	Common Stock	130	\$ (3)	D	Â
Employee Stock Option (Right to Buy)	02/25/2006	02/25/2013	Common Stock	7,205	\$ 27.57	D	Â
Employee Stock Option (Right to Buy)	02/24/2007	02/24/2014	Common Stock	6,605	\$ 36.3	D	Â
Employee Stock Option (Right to Buy)	02/28/2008	02/28/2015	Common Stock	7,520	\$ 39.02	D	Â
Employee Stock Option (Right to Buy)	Â (4)	02/27/2016	Common Stock	3,235	\$ 49.25	D	Â
Employee Stock Option (Right to Buy)	Â (5)	02/26/2017	Common Stock	5,525	\$ 62.63	D	Â
Employee Stock Option (Right to Buy)	Â (6)	02/26/2018	Common Stock	7,380	\$ 60.2	D	Â
Employee Stock Option (Right to Buy)	Â (7)	05/19/2018	Common Stock	13,505	\$ 46.42	D	Â
Performance Units	Â (8)	Â (8)	Common Stock	2,555	\$ (3)	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lillis Terrance J. 711 HIGH STREET DES MOINES, IA 50392	Â	Â	Â Senior Vice President & CFO	Â

## Signatures

Joyce N. Hoffman, by Power of Attorney  
08/18/2008

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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) Includes 3,666 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan and 719 restricted stock units granted pursuant to the Principal Financial Group, Inc. Stock Incentive Plan.
  - (2) The reported phantom stock units were acquired pursuant to the Principal Select Savings Excess Plan and may be transferred at any time into another investment alternative under the Plan. Interests under the Plan will be settled upon the reporting person's retirement or other

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termination of service.

- (3) Security converts to common stock on a one-for-one basis.
- (4) The option vests in three equal annual installments beginning February 27, 2007.
- (5) The option vests in three equal annual installments beginning February 26, 2008.
- (6) The option vests in three equal annual installments beginning February 26, 2009.
- (7) The option vests in three equal annual installments beginning May 19, 2009.
- (8) The performance units were acquired pursuant to the Principal Financial Group, Inc. Long-Term Performance Plan. Units under the Plan will be settled in cash or stock within a five-year period from the date of vesting.

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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