



WE'LL GIVE YOU AN EDGE®

From the Desk of Warren May

On behalf of everyone at the Principal Financial Group®, we wish you the very best during this holiday season, and we thank you for your business these past 12 months.

I'm writing to give you advance notice of a rate adjustment for Principal Survivorship Universal Life ProtectorSM (Principal SUL Protector) that will be implemented in late January.

As you know, The Principal® is committed to the secondary guarantee market. This commitment requires that we closely monitor market trends, economic conditions and our own block of business. It is important that we take steps to manage our business and ensure a strong product for both existing and new policy owners. As a result of in-depth analysis, The Principal has determined that we need to take a pricing increase on SUL single-pay scenarios. To reiterate, this change is focused on our single premium business. You will see relatively little impact on continuous-pay or limited-pay scenarios.

We believe your analysis will show The Principal continuing to stand strong among the competition. Compensation remains unchanged. Our commitment to secondary guarantee products remains unchanged. Our target market remains unchanged:

- Lifetime pay scenarios
- Face amounts above \$1 million
- Target ages 60 to 75
- Limited-pay scenarios

And most importantly, our commitment to you remains our number one priority!

Principal SUL Protector remains a strong joint life product supported by a sophisticated suite of estate planning tools and advanced solutions professionals. As with all our product changes, there will be a 30-day [transition window](#) starting January 23rd where we will accept applications for both our current and new SUL rates. Your RVP stands ready to answer any questions or review the process with you.

As always, we appreciate your business and will work hard to continue to earn our share throughout 2012.

Sincerely,

A handwritten signature in black ink, appearing to read "Warren".

Warren H. May
National Vice President – Life Sales

If you are not appointed with any company of the Principal Financial Group® and do not want to receive any further marketing emails, [click here](#) and we'll remove you from our global marketing email list.

Insurance products from the Principal Financial Group are issued by Principal National Life Insurance Company (except in New York) and Principal Life Insurance Company, Des Moines, IA 50392.

[Disclosures and Terms of Use](#) | [Privacy and Security](#)

For financial professional information only. Not for distribution to the public.

©2011 Principal Financial Services, Inc. "The Principal", "Principal Financial Group", "We'll Give You An Edge" and the Edge Design are registered service marks and the illustrated character is a service mark of Principal Financial Services, Inc.

t111227022c | 12/2011