

PRINCIPAL FINANCIAL GROUP INC
Form 4
June 11, 2007

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 *
ZIMPLEMAN LARRY D

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)
06/07/2007

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
President and COO

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	06/07/2007		M ⁽¹⁾	24,177 A \$ 27.57	47,651 ⁽²⁾	D	
Common Stock	06/07/2007		S ⁽¹⁾	200 D \$ 59.42	47,451 ⁽²⁾	D	
Common Stock	06/07/2007		S ⁽¹⁾	200 D \$ 59.43	47,251 ⁽²⁾	D	
Common Stock	06/07/2007		S ⁽¹⁾	1,800 D \$ 59.61	45,451 ⁽²⁾	D	
Common Stock	06/07/2007		S ⁽¹⁾	200 D \$ 59.67	45,251 ⁽²⁾	D	

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Common Stock	06/07/2007	S ⁽¹⁾	100	D	\$ 59.75	45,151 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	700	D	\$ 59.76	44,451 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	500	D	\$ 59.77	43,951 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	100	D	\$ 59.78	43,851 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	1,200	D	\$ 59.79	42,651 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	400	D	\$ 59.8	42,251 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	677	D	\$ 59.82	41,574 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	1,195	D	\$ 59.83	40,379 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	600	D	\$ 59.84	39,779 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	900	D	\$ 59.85	38,879 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	1,600	D	\$ 59.86	37,279 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	2,504	D	\$ 59.87	34,775 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	2,426	D	\$ 59.88	32,349 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	3,764	D	\$ 59.89	28,585 ⁽²⁾	D
Common Stock	06/07/2007	S ⁽¹⁾	5,111	D	\$ 59.9	23,474 ⁽²⁾	D

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	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)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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