




MM3298A - 3 7/8 x 7 1/2 - Executive

Location: Principal Funds
Principal Funds - Other Concurrent

	Address Address City, ST 12345-1234
---	---


VV1950-5 - #9 Courtesy

Location: PLIFE - Group Home Office & Satellite Offices

W 1950-5 From _____ _____ _____ Zip Code		PLACE STAMP HERE
OPTIONAL MAIL FLOW ADDRESS ATTN LIFE AND DISABILITY CLAIMS DIVISION NIPPON LIFE INSURANCE COMPANY OF AMERICA 711 HIGH STREET DES MOINES IA 50392-2180		
SAMPLE BARCODE ONLY 		

VV2018 - #10

Location: Princor Broker
Princor Broker - Advisor

	Name Address Address City, ST Zip RETURN SERVICE REQUESTED
---	--

VV2019 - #11

Location: Princor Broker
Princor Broker - Advisor



Name
Address
Address
City, ST Zip

RETURN SERVICE REQUESTED

VV2289A - #10 Dual Personalization Companion

Location: PLIFE - Advisors
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent



Name1, Degree
Name2, Degree
Agency/Business Center
Address
Address
City, ST Zip

RETURN SERVICE REQUESTED

VV2290A - #11 Dual Personalization

Location: PLIFE - Advisors
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent



Name1, Degree
Name2, Degree
Agency/Business Center
Address
Address
City, ST Zip

RETURN SERVICE REQUESTED

VV2292 - #10 Companion - Personalized

Location: PLIFE - Advisors
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent





Name
Business Center or Office Name
Address
City, ST Zip

RETURN SERVICE REQUESTED



VV2293A - #9 Business Reply

Location: PLIFE - Advisors
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Repts Career Agent
PNL PLIFE Princor Registered Repts NonCareer Agent

ATTN _____		$\frac{1}{4}$
		NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES $\frac{1}{4}$
BUSINESS REPLY MAIL FIRST-CLASS MAIL PERMIT NO. 1 DES MOINES IA		
POSTAGE WILL BE PAID BY ADDRESSEE		
AGENCY THE PRINCIPAL FINANCIAL GROUP® ADDRESS (PO BOX DELIVERY ADDRESS IF REQUESTED*) CITY ST ZIP		
SAMPLE BARCODE ONLY 		


VV2294A - #9 Courtesy Reply

Location: PLIFE - Advisors
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Repts Career Agent
PNL PLIFE Princor Registered Repts NonCareer Agent

FROM _____ _____ _____ ZIP CODE		PLACE STAMP HERE
AGENCY/OFFICE THE PRINCIPAL FINANCIAL GROUP® STREET ADDRESS CITY ST ZIP		
SAMPLE BARCODE ONLY 		

VV2295 - # 10 Left Window - Personalized


Location: PLIFE - Advisors
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent

	<p>Business Center or Office Name Brokerage General Agency (optional) Address City, ST Zip</p> <p>RETURN SERVICE REQUESTED</p>
---	--

Window Size: 1 1/8" X 4"
Window Position: 7/8" left x 1 1/8" bottom

VV2296 - #11 Utility – Personalized

Location: PLIFE - Advisors
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent

	<p>Name Business Center or Office Name Address City, ST Zip</p> <p>RETURN SERVICE REQUESTED</p>
---	---

VV2297 - #12 Utility - Brown Kraft

Location: PLIFE - Advisors
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent



Name
Business Center or Office Name
Address
City, ST Zip

RETURN SERVICE REQUESTED

VV3132 - #10

Location: Principal Funds - Administrative (Non-Sales)
Principal Funds - AMG
Principal Funds - Annuity Wholesaling Division
Principal Funds - Compliance
Principal Funds - DCIO
Principal Funds - Marketing (Non-Sales)
Principal Funds - National Channel Externals
Principal Funds - National Channel Internals
Principal Funds - Operations
Principal Funds - Princor Only Wholesaling Division
Principal Funds - Other Concurrent



Office
Address
City, State ZIP +4

VV2298 - 10 X 13 Open End - Gum

Location: PLIFE - Advisors
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent



Business Center
Business Center
Address
Address
City, ST Zip

RETURN SERVICE REQUESTED

FIRST CLASS MAIL

VV2301 -#9 Utility

Location: MAG - Investment Advisor Rep
MAG - Princor Registered Rep
PGI - Edge Asset Management
PGI - Morley
PGI - Morley - Princor Reg Rep
PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Spectrum
PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Principal Financial Advisors, Inc.
PLIFE - Retirement Edge Network
PLIFE - RIS
PLIFE - RIS ESOP Consultants
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Retirement Edge Network
Principal Bank
Principal Funds
Principal International
Principal Management
Principal Trust
RIS Overnight Carrier
WI Medical Society - Advisor
WI Medical Society - Princor Registered Rep
PLIFE - Advisors
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
EDS - Principal Dental Services, Inc.
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp




Office Name 1
Office Name 2
Street Address, Suite 123
City, ST Zip

RETURN SERVICE REQUESTED (Optional)

VV2303 - #9 Left Window - 1 1/8 x 3 1/4


Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
EDS - Principal Dental Services, Inc.
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp

	<p>Office Name 1 Office Name 2 Street Address, Suite 123 City, ST Zip</p>
---	---

Window Size: 1 1/8" X 3 1/4"
Window Position: 7/8" left x 1" bottom

VV2304 - #9 Left Window - 1 1/4 x 3 1/2



Location: EDS - Principal Dental Services, Inc.
Principal Wellness

	<p>Office Name 1 Office Name 2 Street Address, Suite 123 City, ST Zip</p>
---	---

Window Size: 1 1/4" X 3 1/2"
Window Position: 7/8" left x 1/2" bottom

VV2305A - 9 1/2 x 12 5/8 Window 1 5/8 x 4


Location: PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
PLIFE - Group Benefits Sales Resp

	Office Name 1 Office Name 2 Street Address Address City, ST Zip
<p>FOR POSITION ONLY</p> <p>WINDOW SIZE: 1 5/8" WIDTH x 4" LENGTH POSITION 1" FROM LEFT x 9 1/8" FROM BOTTOM</p>	
FIRST CLASS MAIL	
	

Open Side

VV2337 - #9 Utility

Location: PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
Principal Wellness
PLIFE - Group Benefits Sales Resp

	Service Center Address Address City, ST 00000-0000
---	--

VV2339 - #10 Left Window

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
EDS - Principal Dental Services, Inc.
Principal Wellness

PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



Service Center
Address
Address
City, ST 00000

Window Size: 1 1/8" X 4"
Window Position: 7/8" left x 1 3/16" bottom

VV2340 - #9 Left Window

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
Principal Wellness
PLIFE - Individual Disability Insurance



Service Center
Address
Address
City, ST 00000

Window Size: 1 1/8" X 3 1/4"
Window Position: 7/8" left x 1" bottom

VV2342 - #9 Left Window - 1 1/4 x 3 1/2

Location: EDS - Principal Dental Services, Inc.
MAG - Investment Advisor Rep
MAG - Princor Registered Rep
PGI - Edge Asset Management
PGI - Morley
PGI - Morley - Princor Reg Rep
PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Spectrum
PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Principal Financial Advisors, Inc.
PLIFE - Retirement Edge Network
PLIFE - RIS
PLIFE - RIS ESOP Consultants
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Retirement Edge Network
Principal Bank
Principal Funds
Principal International
Principal Management
Principal Trust
RIS Overnight Carrier
WI Medical Society - Advisor
WI Medical Society - Princor Registered Rep
PLIFE - Advisors
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE Princor Registered Reprs Career Agent
PNL PLIFE Princor Registered Reprs NonCareer Agent
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



Office Name
Office Name
Address
Address
City, ST 00000

Window Size: 1 1/4" X 3 1/2"
Window Position: 7/8" Left x 1/2" Bottom

VV2344A - #9 BRM Unique

Location: PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
PLIFE - Group Benefits Sales Resp

711 High Street
Des Moines, IA 50392

ATTN Variable (Delivery Location / Recipient)

BUSINESS REPLY MAIL

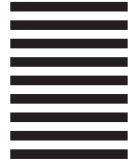

FIRST-CLASS MAIL PERMIT NO. 1 DES MOINES IA

POSTAGE WILL BE PAID BY ADDRESSEE

SERVICE CENTER / DIVISION
THE PRINCIPAL FINANCIAL GROUP®
ADDRESS, ADDRESS
(PO BOX DELIVERY ADDRESS IF REQUESTED*)
CITY ST ZipCode

SAMPLE BARCODE ONLY

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



1/4 1/4

VV2403A - #11 Courtesy Reply

Location: PLIFE - Advisors
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent


From _____

Zip Code _____

AGENCY
THE PRINCIPAL FINANCIAL GROUP®
ADDRESS
ADDRESS

SAMPLE BARCODE ONLY

PLACE
STAMP
HERE



VV2581 - 9 x 12 Utility

Location: PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Real Estate Investors
PGI - Real Estate Investors – Princor Registered Rep



Address1
Address2
City, ST Zip

FIRST CLASS MAIL

VV2582 - 6 x 9 Utility

Location: PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Real Estate Investors
PGI - Real Estate Investors – Princor Registered Rep



Address
Address
City, ST Zip

FIRST CLASS MAIL

VV2671 - 12 x 15 1/2 Catalog

Location: PLIFE - Advisors
PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Princor Registered Rep
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent
PLIFE - RIS
PLIFE - RIS ESOP Consultants
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



Office Name 1
Office Name 2
Address
Address
City, ST Zip

FIRST CLASS MAIL

VV25 - #9 Corporate Center Utility Envelope

Location: PLIFE - Group Home Office & Satellite Offices

	<p>Optional Company Name 711 High Street Des Moines, Iowa 50392-0001</p> <p>RETURN SERVICE REQUESTED (Optional)</p>
---	--

VV27-6 - #10 Standard Corporate Center - 711 High Street Address Envelope

Location: PLIFE - Group Home Office & Satellite Offices

	<p>Optional Company / Office Name 711 High Street Des Moines, Iowa 50392-____</p>
--	--

VV3158 - Principal Management - #10 Letterhead Companion Envelope

Location: Principal Management

	<p>Address Address City, ST ZipCode</p>
---	---

VV2848 - 10 x 13 Utility

Location: PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Real Estate Investors
PGI - Real Estate Investors – Princor Registered Rep



Address
Address
City, ST Zip

FIRST CLASS MAIL

VV2850 - #10 Companion Envelope

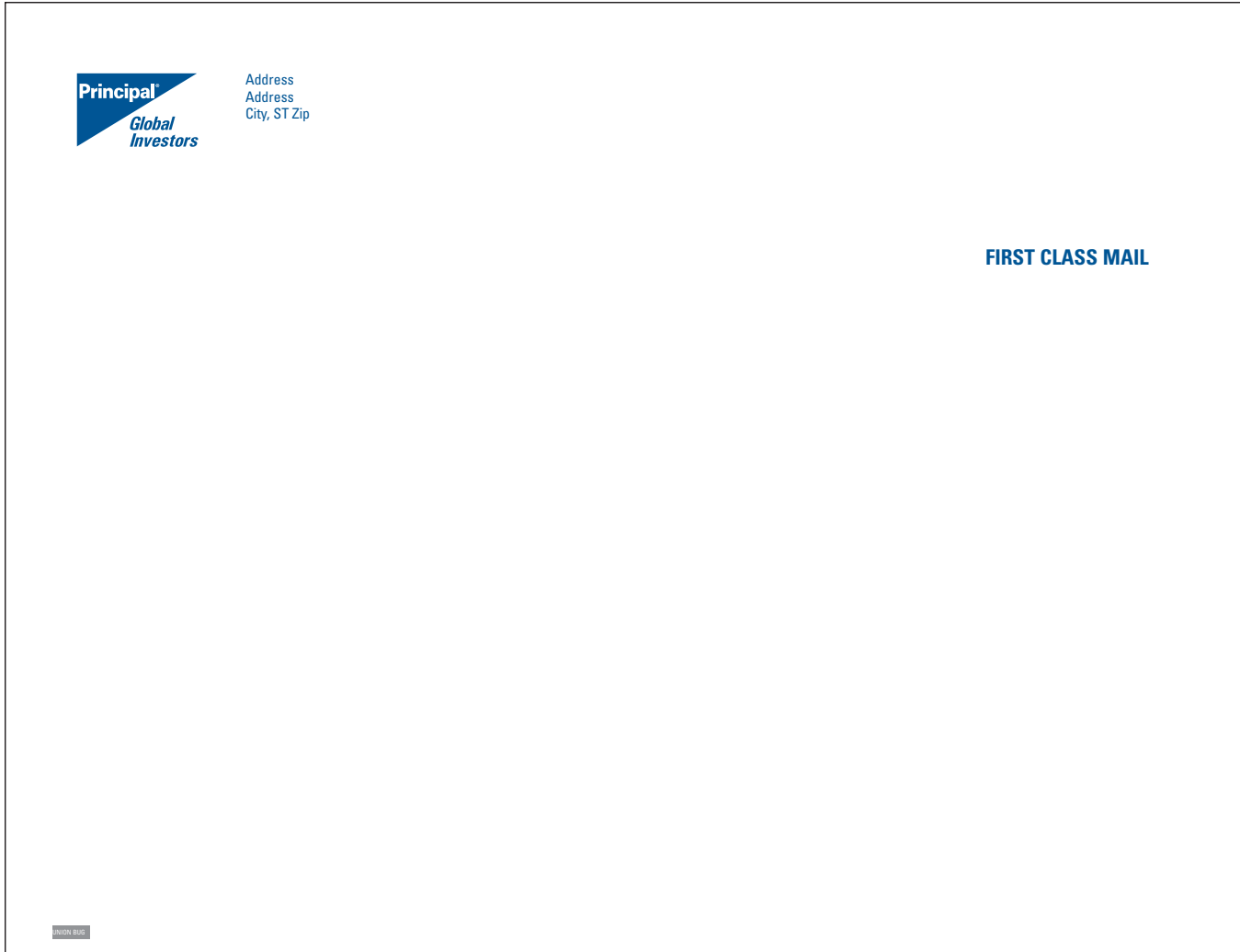
Location: PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Real Estate Investors
PGI - Real Estate Investors – Princor Registered Rep



Group Name
Address
Address
City, ST Zip

VV2849 - 10 x 13 Utility - Union

Location: PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Real Estate Investors
PGI - Real Estate Investors – Princor Registered Rep



Principal
Global Investors

Address
Address
City, ST Zip

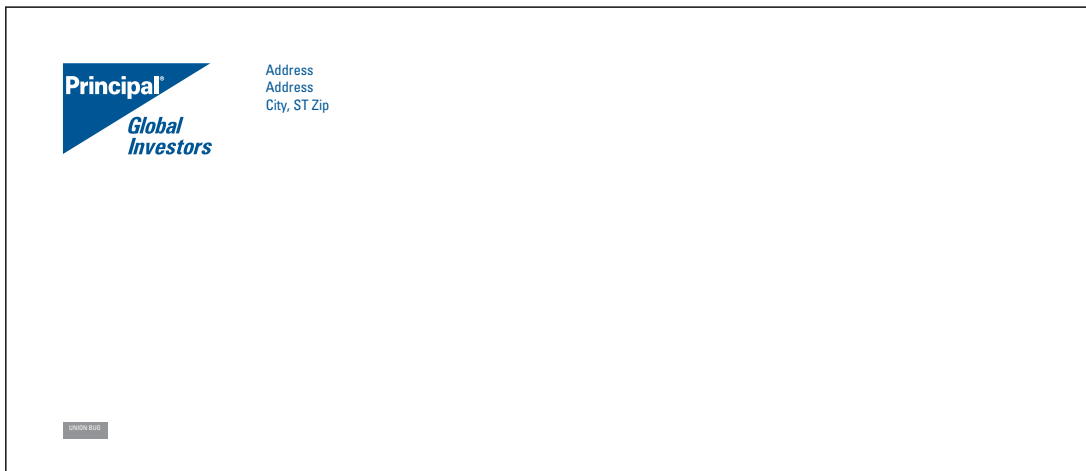
FIRST CLASS MAIL

UNION BGS

This is a template for a 10 x 13 utility envelope. It features the Principal Global Investors logo in the top left corner, a designated area for an address in the top left, and the text 'FIRST CLASS MAIL' in the top right. A small 'UNION BGS' label is located in the bottom left corner.

VV2851 - #10 Union Companion Envelope

Location: PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Real Estate Investors
PGI - Real Estate Investors – Princor Registered Rep



Principal
Global Investors

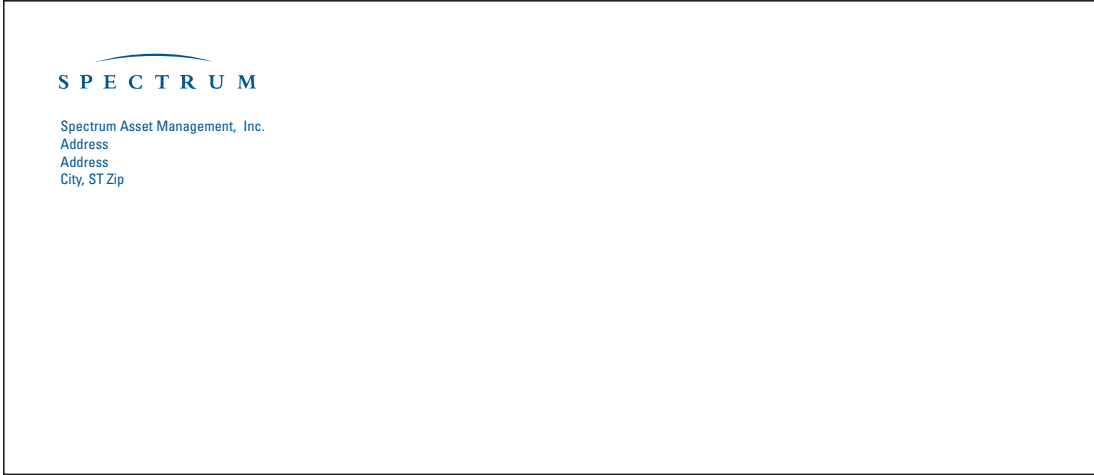
Address
Address
City, ST Zip

UNION BGS

This is a template for a #10 Union Companion envelope. It features the Principal Global Investors logo in the top left corner, a designated area for an address in the top left, and a small 'UNION BGS' label in the bottom left corner.

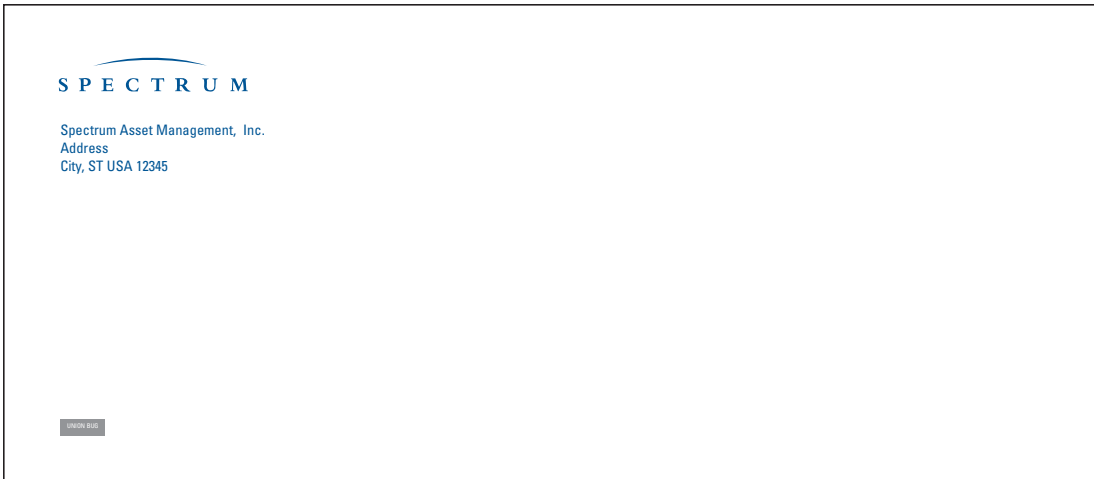
VV2857 - #10 Companion

Location: PGI - Spectrum



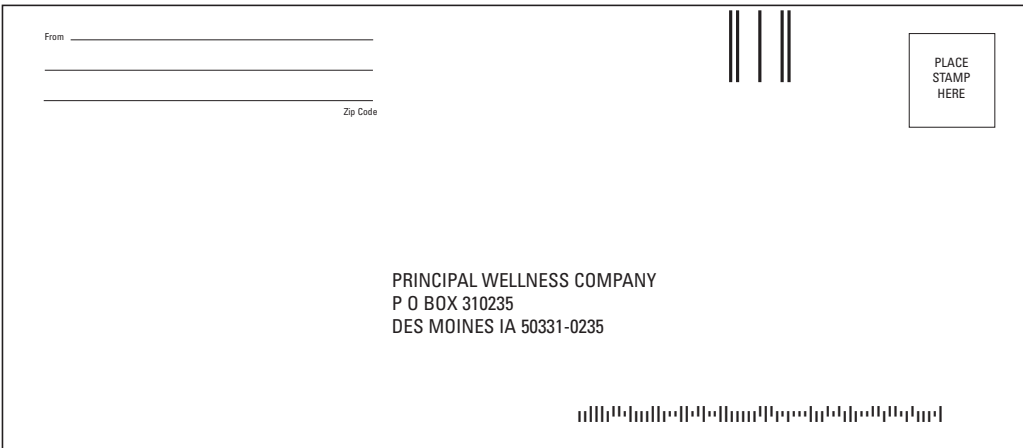
VV2858 - #10 Companion - Union

Location: PGI - Spectrum



VV3049 - #9 Principal Wellness

Location: PLIFE - Group Home Office & Satellite Offices
Principal Wellness



VV2879 - #10 Utility


Location: MAG - Investment Advisor Rep
MAG - Princor Registered Rep
PGI - Edge Asset Management
PGI - Morley
PGI - Morley - Princor Reg Rep
PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Spectrum
PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Principal Financial Advisors, Inc.
PLIFE - Retirement Edge Network
PLIFE - RIS
PLIFE - RIS ESOP Consultants
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Retirement Edge Network
Principal Bank
Principal Funds
Principal International
Principal Management
Principal Trust
Princor Broker
Princor Broker - Advisor
Princor Corp Center
RIS Overnight Carrier
WI Medical Society - Advisor
WI Medical Society - Princor Registered Rep
PLIFE - Advisors
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
EDS - Principal Dental Services, Inc.
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



Optional Company/Office
Address
Address
City, ST Zip

VV2923 - #10 Personalized Companion Union

Location: PLIFE - Advisors
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent
PNL PLIFE - Retirement Edge Network



Principal
Financial Group


Name
Address
Address
City, ST Zip

RETURN SERVICE REQUESTED

10/2018 B03

VV2980 - 13 x 10

Location: PGI - Spectrum




S P E C T R U M

Spectrum Asset Management, Inc.
Address
Address
City, ST Zip

VV2982 - #10 Union

Location: Princor Broker
Princor Broker - Advisor


 <p>Princor Financial Services Corporation <small>A member of the Principal Financial Group</small></p>	<p>Name Address Address City, State Zip</p> <p>RETURN SERVICE REQUESTED</p>
---	--

UNDER BOLD

VV30-8 - #10 Corp Ctr

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - RIS ESOP Consultants

PLIFE - Individual Disability Insurance

 <p>Principal Financial Group</p>	<p>711 High Street Des Moines, Iowa 50392-0001</p>
---	--

VV 30-8

VV3088 - #9 BRM

Location: PLIFE - Group Home Office & Satellite Offices

ATTN: Name RE: Number		<p>NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES</p> 
<p>BUSINESS REPLY MAIL</p> <p>FIRST-CLASS MAIL PERMIT NO. 1 DES MOINES IA</p> <p>POSTAGE WILL BE PAID BY ADDRESSEE</p>		
<p>DEPARTMENT D-002-W71 NIPPON LIFE INSURANCE COMPANY OF AMERICA ADDRESS CITY ST 00000-0000</p>		
<p>SAMPLE BARCODE ONLY </p>		

VV3003 - #10 Window - 1 3/8 x 4

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
EDS - Principal Dental Services, Inc.
Principal Wellness

PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



Optional Company / Office Name
Address 1
Address 2
City, ST Zip
RETURN SERVICE REQUESTED

window size: 1 3/8" x 4"
window position: 7/8" left x 11/16" bottom

VV3018 - 9 x 12 Booklet

Location: Principal Trust



Address
Address
City, ST ZipCode

RETURN SERVICE REQUESTED

FIRST CLASS MAIL

VV3007 - 6 x 9

- Location: PLIFE - Corporate Center
- PLIFE - Group Home Office & Satellite Offices
- PLIFE - Health Distribution
- PLIFE - Princor Registered Rep
- PLIFE - Specialty Benefits Distribution
- PNL PLIFE - Advisor - Career
- PNL PLIFE - Advisor - NonCareer
- PNL PLIFE Princor Registered Reps Career Agent
- PNL PLIFE Princor Registered Reps NonCareer Agent
- PLIFE - Advisors
- PLIFE - RIS
- PLIFE - RIS ESOP Consultants
- EDS - Principal Dental Services, Inc.
- Principal Wellness
- PLIFE - Individual Disability Insurance
- PLIFE - Group Benefits Sales Resp

 **Principal**
Financial Group

Optional Agency/Center/Office
Address
Address
City, State ZIP+4

RETURN SERVICE REQUESTED

FIRST CLASS MAIL

VV3033 - #9 Courtesy

Location: Principal Trust


From _____

|||

PLACE STAMP HERE

ATTENTION: _____

PRINCIPAL TRUST COMPANY
PO BOX 8963
WILMINGTON DE 19899-8963

SAMPLE BARCODE ONLY


VV3008 - 9 x 12 Catalog

Location: PLIFE - Advisors
PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Princor Registered Rep
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent
Principal Wellness
PLIFE - RIS
PLIFE - Group Benefits Sales Resp



Optional Company/Office
Address
Address
City, State ZIP+4

RETURN SERVICE REQUESTED

CONFIDENTIAL DOCUMENT ENCLOSED

FIRST CLASS MAIL

VV3009 - 10 x 13 Open End

Location: MAG - Investment Advisor Rep
MAG - Princor Registered Rep
PGI - Edge Asset Management
PGI - Morley
PGI - Morley - Princor Reg Rep
PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Spectrum
PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Principal Financial Advisors, Inc.
PLIFE - Retirement Edge Network
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Retirement Edge Network
Principal Bank
Principal Funds
Principal International

Principal Management
Principal Trust
RIS Overnight Carrier
WI Medical Society - Advisor
WI Medical Society - Princor Registered Rep
PLIFE - Advisors
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
EDS - Principal Dental Services, Inc
Principal Wellness
PLIFE - RIS
PLIFE - RIS ESOP Consultants
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



Optional Company/Office
Address
Address
City, State ZIP

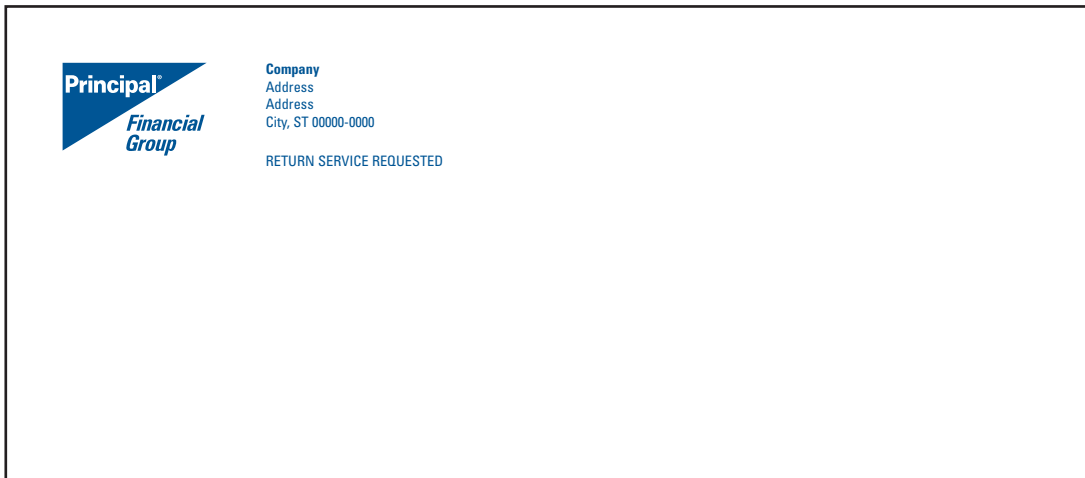
RETURN SERVICE REQUESTED

FIRST CLASS MAIL

VV3017 - #10 Companion

Location: MAG - Investment Advisor Rep
MAG - Princor Registered Rep
PGI - Edge Asset Management
PGI - Morley
PGI - Morley - Princor Reg Rep
PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Spectrum
PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Principal Financial Advisors, Inc.
PLIFE - Retirement Edge Network
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Retirement Edge Network
Principal Bank
Principal Funds
Principal International

Principal Management
Principal Trust
RIS Overnight Carrier
WI Medical Society - Advisor
WI Medical Society - Princor Registered Rep
PLIFE - Advisors
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE Princor Registered Reps Career Agent
PNL PLIFE Princor Registered Reps NonCareer Agent
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
EDS - Principal Dental Services, Inc
Principal Wellness
PLIFE - RIS
PLIFE - RIS ESOP Consultants
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



VV3032 - #9 Postage Paid

Location: Principal Trust

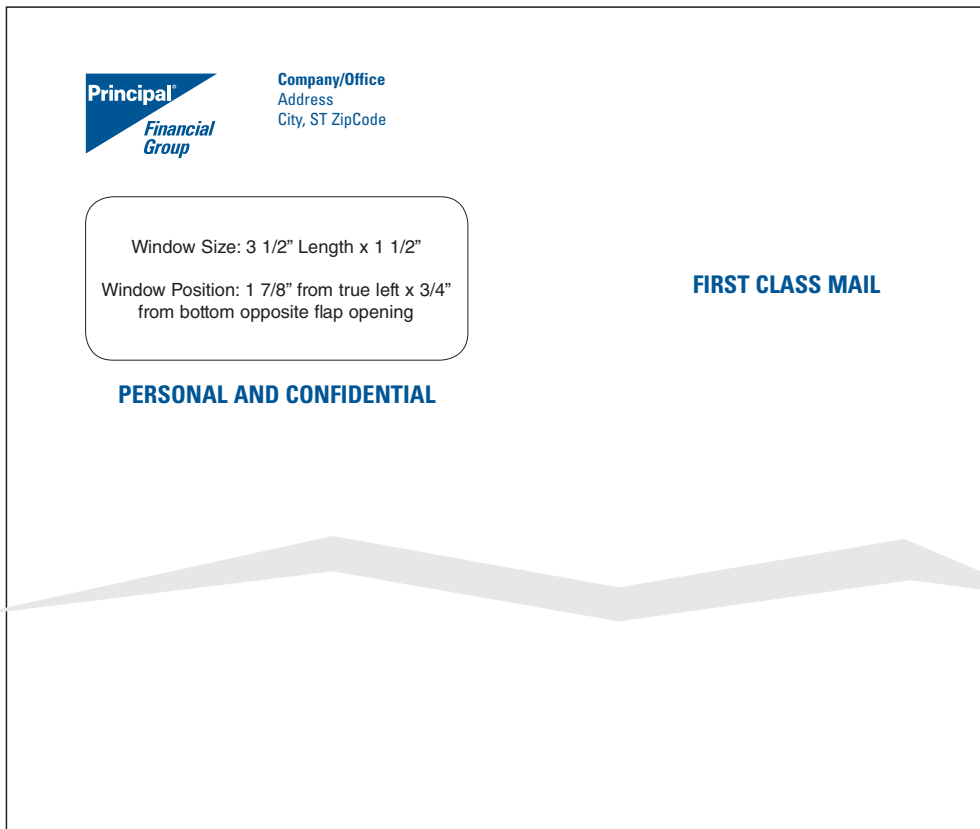


VV3050 - Peel and Seal 9 x 11 3/4 Booklet Window - 3 1/2 x 1 1/2

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - RIS
PLIFE - RIS ESOP Consultants
EDS - Principal Dental Services, Inc.
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp

VV3050A - Latex seal 9 x 11 3/4 Booklet Window - 3 1/2 x 1 1/2

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - RIS
PLIFE - RIS ESOP Consultants
EDS - Principal Dental Services, Inc.
Principal Wellness
PLIFE - Group Benefits Sales Resp
PLIFE - Individual Disability Insurance



VV3051 - #10 Left Window - 1 1/8 x 4 1/2

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
EDS - Principal Dental Services, Inc.
Principal Wellness

PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



Optional Company/Office
Address
City, ST 000000
RETURN SERVICE REQUESTED

WINDOW SIZE: 1 1/8" X 4 1/2"
WINDOW POSITION: 7/8" LEFT X 1/2" BOTTOM

VV3059 - #9 BRM

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp

3/8

3/8

NAME / DEPT / OR MAIL FLOW

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 1 DES MOINES IA
POSTAGE WILL BE PAID BY ADDRESSEE

THE PRINCIPAL FINANCIAL GROUP®
711 HIGH STREET
DES MOINES IA 50309-9979

SAMPLE BARCODE ONLY

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

or

Principal Life Insurance Company

VV3052 - 9 x 12 Booklet

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
EDS - Principal Dental Services, Inc.
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



Optional Company/Office
Address
Address
City, ST ZipCode

FIRST CLASS MAIL

CONFIDENTIAL

VV3053 - 10 x 13 Peel 'n Seal

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
EDS - Principal Dental Services, Inc.
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



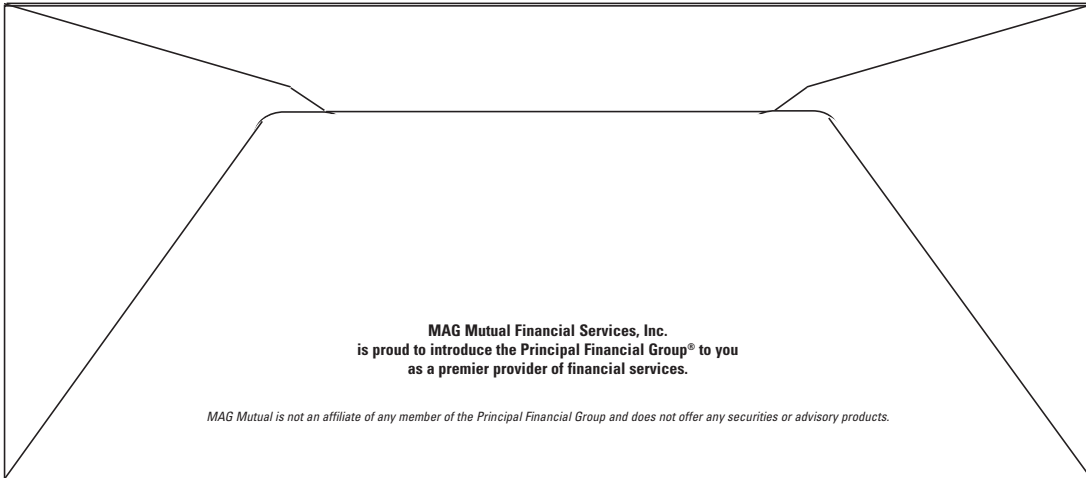
Company/Office
Address
Address
City, ST Zip

FIRST CLASS MAIL

CONFIDENTIAL

VV3108 - #10 Env - Black

Location: MAG - Investment Advisor Rep
MAG - Prncor Registered Rep





VV3111 - #10 Left Window

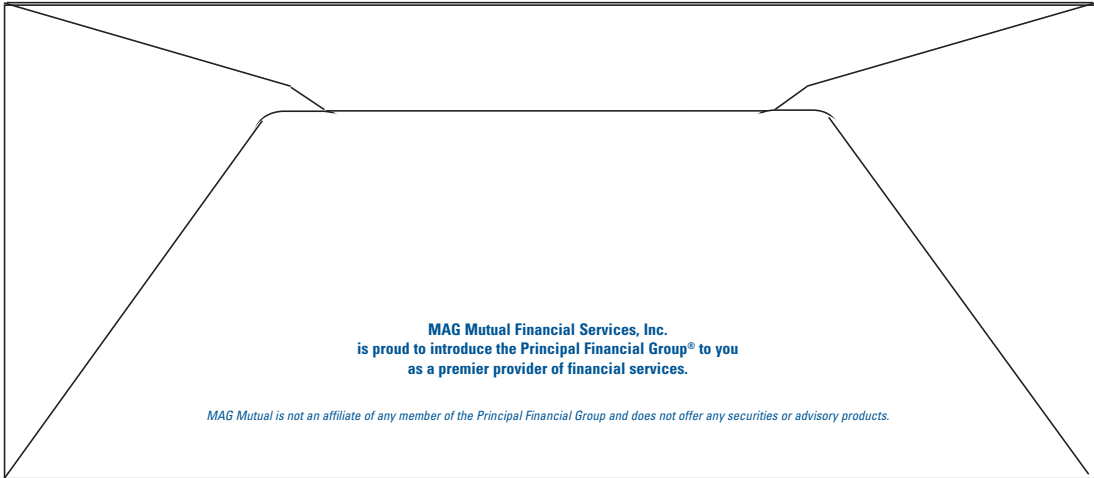
Location: Principal Trust



VV3109 - #10 Env - Blue


Location: MAG - Investment Advisor Rep
MAG - Prncor Registered Rep

	<p>John Q. Name, Desig, Desig, Desig Center or Office Name Address Address City, ST ZipCode</p>
	<p>RETURN SERVICE REQUESTED</p>
	



VV3110 - #10

Location: Principal Trust

<p>Principal Trust Company A member of</p> 	<p>Address Address City, ST ZIP</p>
	<p>OPTIONAL ENDORSEMENT</p>
<p>ACTION REQUIRED</p>	

VV3112 - 10 x 13 Catalog

Location: Principal Trust

Principal Trust Company

A member of



Address
Address
City, ST ZipCode

RETURN SERVICE REQUESTED

FIRST CLASS MAIL

VV3113 - #12

Location: Principal Trust

Principal Trust Company

A member of



Address
Address
City, ST ZipCode

ADDRESS SERVICE REQUESTED

VV3133 - 9 x 12 Catalog Envelope

Location: Principal Funds - Administrative (Non-Sales)
Principal Funds - AMG
Principal Funds - Annuity Wholesaling Division
Principal Funds - Compliance
Principal Funds - DCIO
Principal Funds - Marketing (Non-Sales)
Principal Funds - National Channel Externals
Principal Funds - National Channel Internals
Principal Funds - Operations
Principal Funds - Princor Only Wholesaling Division
Principal Funds - Other Concurrent



Office
Address
City, State ZIP +4

RETURN SERVICE REQUESTED

FIRST CLASS MAIL

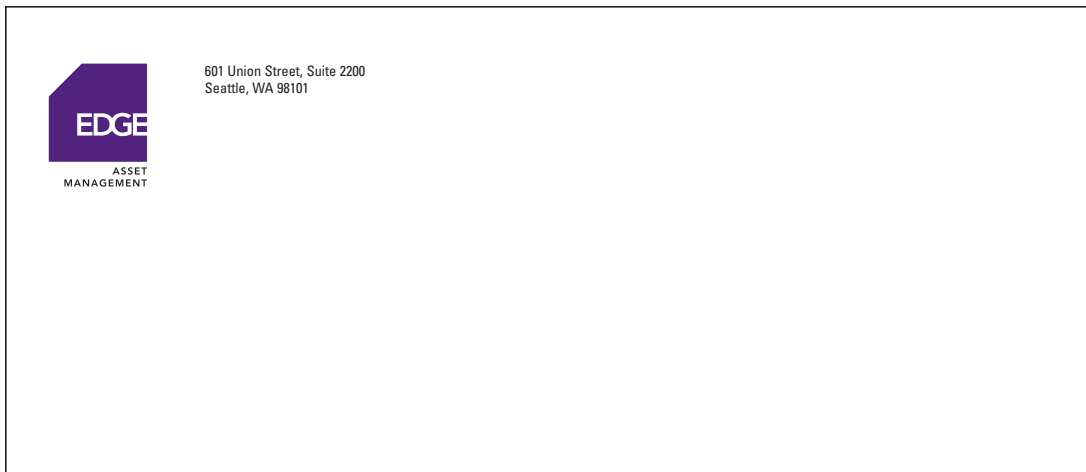
VV3134 - 6 x 9 Catalog

Location: Principal Funds - Administrative (Non-Sales)
Principal Funds - AMG
Principal Funds - Annuity Wholesaling Division
Principal Funds - Compliance
Principal Funds - DCIO
Principal Funds - Marketing (Non-Sales)
Principal Funds - National Channel Externals
Principal Funds - National Channel Internals
Principal Funds - Operations
Principal Funds - Princor Only Wholesaling Division
Principal Funds - Other Concurrent



VV3136 - #10 Envelope

Location: PGI - Edge Asset Management



VV3174 - #11 Utility

Location: MAG - Investment Advisor Rep
MAG - Princor Registered Rep
PGI - Edge Asset Management
PGI - Morley
PGI - Morley - Princor Reg Rep
PGI - Principal Global Investors
PGI - Princor Reg Rep
PGI - Spectrum
PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Principal Financial Advisors, Inc.
PLIFE - Retirement Edge Network
PLIFE - Specialty Benefits Distribution
PNL PLIFE - Retirement Edge Network
Principal Bank
Principal Funds
Principal International
Principal Management
Principal Trust
RIS Overnight Carrier
WI Medical Society - Advisor
WI Medical Society - Princor Registered Rep
PLIFE - Advisors
PLIFE - Princor Registered Rep
PNL PLIFE - Advisor - Career
PNL PLIFE - Advisor - NonCareer
PNL PLIFE - Life Distribution - NonPrincor Registered Rep
EDS - Principal Dental Services, Inc.
Principal Wellness
PLIFE - RIS
PLIFE - RIS ESOP Consultants
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



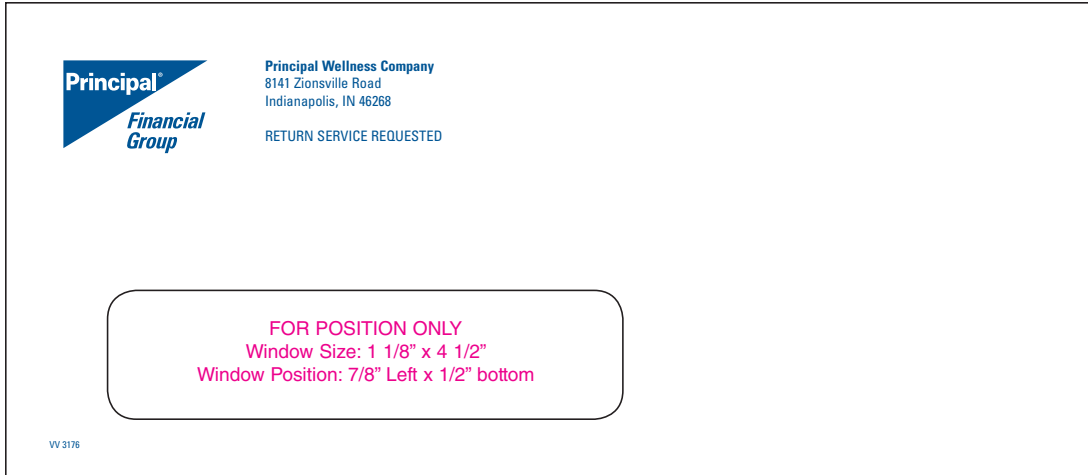
Optional Agency/Center/Office

Address
Address
City, State ZIP+4

RETURN SERVICE REQUESTED

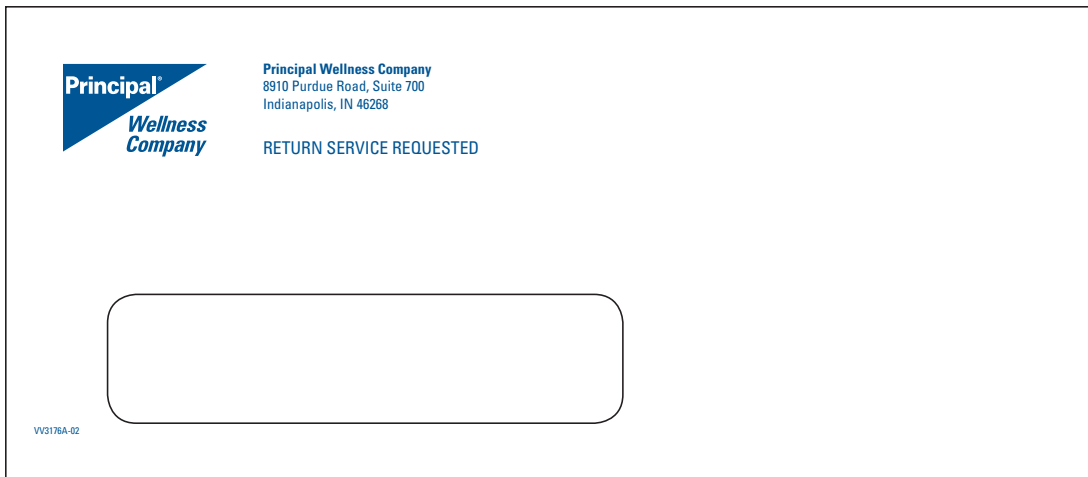
VV3176 - # 10 Envelope Indianapolis Zionsville Rd

Location: Principal Wellness



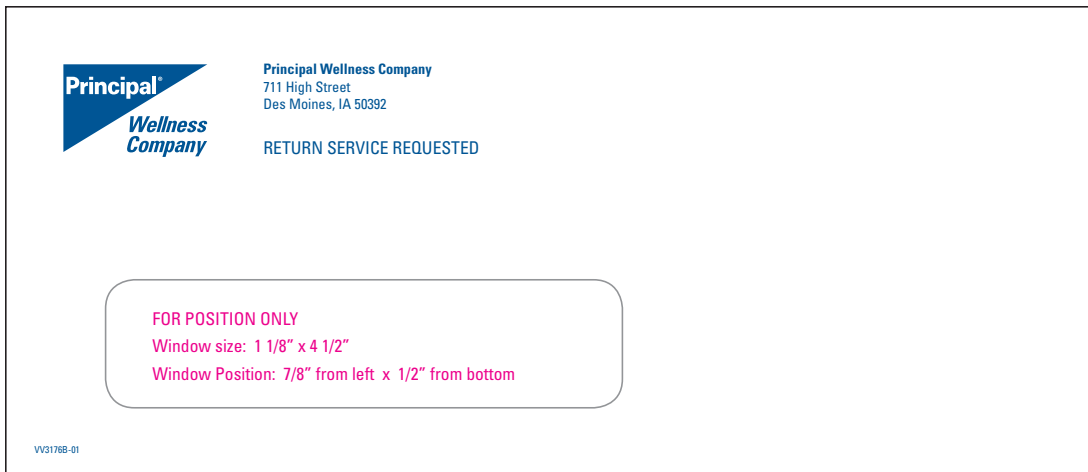
VV3176A - #10 Envelope Indianapolis - Purdue Rd

Location: Principal Wellness



VV3176B - #10 Envelope Clive

Location: Principal Wellness



VV3177 - # 10 Union Env

Location: PGI - Morley
PGI - Morley - Princor Reg Rep

MORLEY FINANCIAL
SERVICES, INC.

1300 SW FIFTH AVENUE, SUITE 3300
PORTLAND, OREGON 97201-5602

UNION BLDG

 **UNION BOND**
& TRUST COMPANY
A Morley Financial Services Co.

1300 SW FIFTH AVENUE, SUITE 3300
PORTLAND, OREGON 97201-5602

UNION BLDG

VV3067-02 - A2 Envelopes

Location: Principal Wellness



www.principal.com/wellness
(800) 354-1721

8910 Purdue Road, Suite 700
Indianapolis, Indiana 46268

VV3178 - 10 x 13 Union Env

Location: PGI - Morley
PGI - Morley - Princor Reg Rep

MORLEY FINANCIAL
SERVICES, INC.

1300 SW FIFTH AVENUE, SUITE 3300
PORTLAND, OREGON 97201-5602

UNION BUG



UNION BOND
& TRUST COMPANY

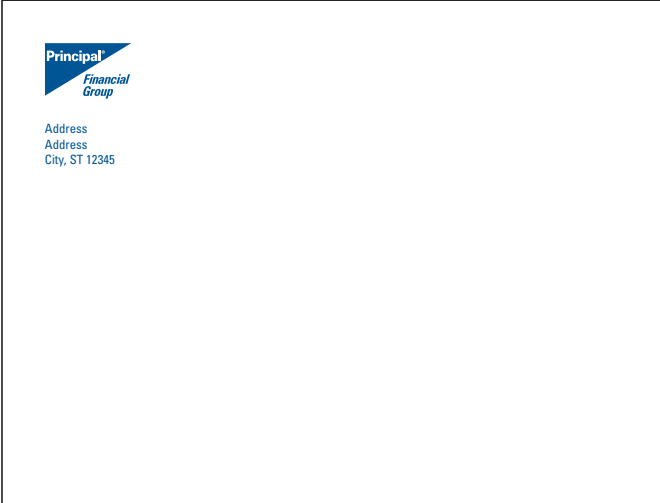
A Morley Financial Services Co.

1300 SW FIFTH AVENUE, SUITE 3300
PORTLAND, OREGON 97201-5602

UNION BUG

VV3181 - A-2 – 4 3/8 x 5 3/4

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



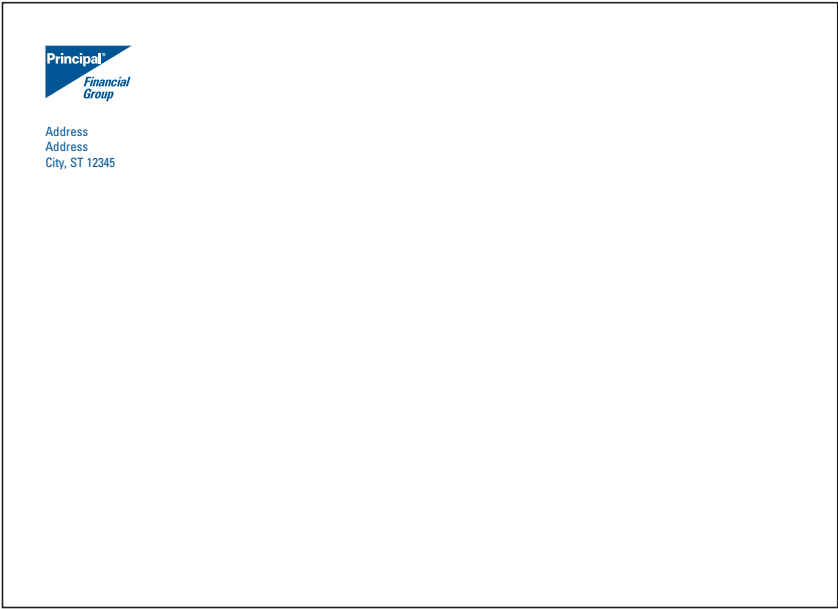
VV3182 - A-6 – 4 3/4 x 6 1/2

Location: PLIFE - Corporate Center
PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



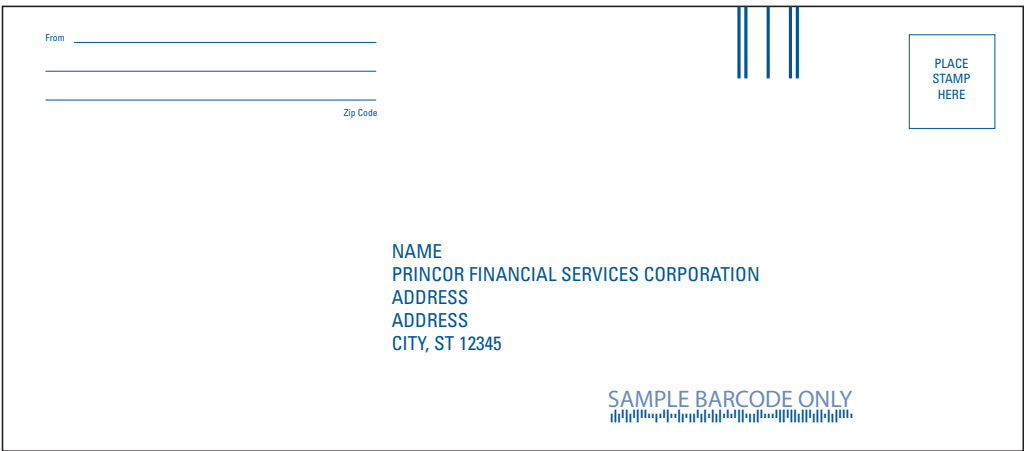
VV3183 -A-7 – 5 1/4 x 7 1/4

Location: PLIFE - Corporate Center
PLIFE - Health Distribution
PLIFE - RIS
PLIFE - RIS ESOP Consultants
PLIFE - Specialty Benefits Distribution
PLIFE - Group Home Office & Satellite Offices
Principal Wellness
PLIFE - Individual Disability Insurance
PLIFE - Group Benefits Sales Resp



VV3210A -#9 CRM

Location: Princor Broker
Princor Broker - Advisor



VV3198 -9.5 x 12 Window Booklet or Catalog

Location: Principal Trust

Principal Trust Company

A member of



1013 Centre Road
P.O. Box 8963
Wilmington, DE 19899-8963

RETURN SERVICE REQUESTED

FOR POSITION ONLY

Open-End Reverse Flap Env

Window Size: 1 1/2" x 4" length
Window Position: 4 5/8" from L x 1 7/8" from true bottom

FIRST CLASS MAIL

Open-End Reverse Flap Opening



VV3211 - Reno 9 x 12 Booklet Envelope

Location: Diversified Dental Services - Reno



**Diversified
Dental
Services, Inc.**

1575 Delucchi Lane, Ste 207 A
Reno, NV 89502

VV 3211

VV3213 - Reno #10 Envelope

Location: Diversified Dental Services - Reno



**Diversified
Dental
Services, Inc.**

1575 Delucchi Lane, Ste 207 A
Reno, NV 89502

VV 3213

VV3211LV - Las Vegas 9 x 12 Booklet Envelope

Location: Diversified Dental Services - Las Vegas



**Diversified
Dental
Services, Inc.**

7312 W. Cheyenne Ave., Suite 7
Las Vegas, NV 89129

VV3211LV-01

VV3213LV - Las Vegas #10 Envelope

Location: Diversified Dental Services - Las Vegas



**Diversified
Dental
Services, Inc.**

7312 W. Cheyenne Ave., Suite 7
Las Vegas, NV 89129

VV3213LV-01

VV3221 - #10 Left Window - 1 1/8 x 4 1/2

Location: PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution

PLIFE - Group Benefits Sales Resp

CENTRAL MAIL FACILITY
PO Box 39710
Colorado Springs, CO 80949-3910

Window Size: 1 1/8" X 4"
Window Position: 7/8" left x 1 3/16" bottom

VV3227 - #9 Phoenix CRM

Location: EDS - Principal Dental Services, Inc.

VV 3227


From _____

Zip Code

|||

PLACE
STAMP
HERE

EMPLOYERS DENTAL SERVICES
PO BOX 53576
PHOENIX AZ 85072-3576



VV3228 - #9 Tucson CRM

Location: EDS - Principal Dental Services, Inc.

VV 3228


From _____

Zip Code

|||

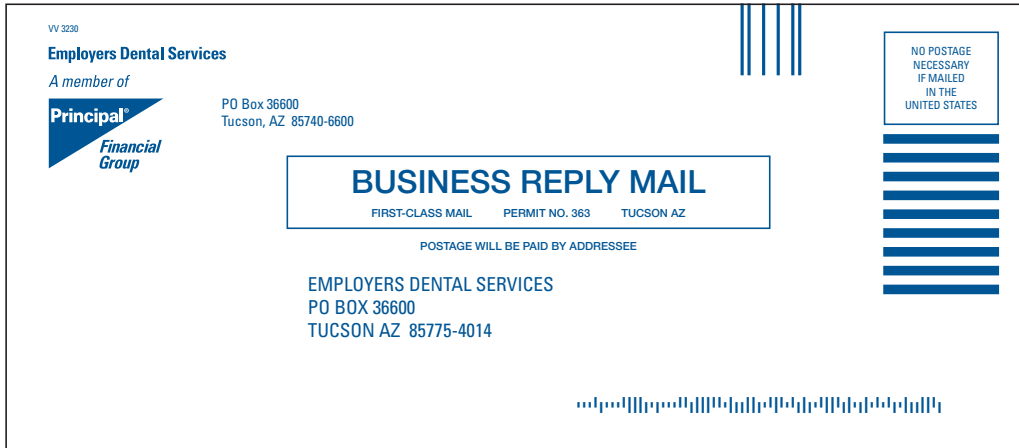
PLACE
STAMP
HERE

EMPLOYERS DENTAL SERVICES
PO BOX 36600
TUCSON AZ 85740-6600



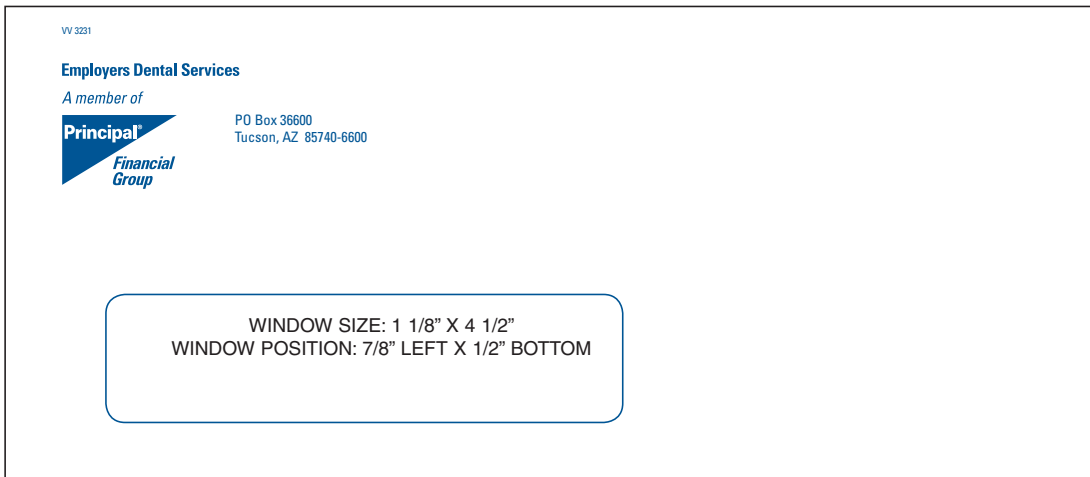
VV3230 - #9 Tucson BRM

Location: EDS - Principal Dental Services, Inc.



VV3231 - #10 Tucson Left Window

Location: EDS - Principal Dental Services, Inc.



VV3232 - #10 Tucson Left Window

Location: EDS - Principal Dental Services, Inc.

VV 3232

Employers Dental Services
A member of

Principal
Financial Group

PO Box 36600
Tucson, AZ 85740-6600

Important: ID Card Enclosed

WINDOW SIZE: 1 1/8" X 4 1/2"
WINDOW POSITION: 7/8" LEFT X 1/2" BOTTOM

VV3233 - #10 Phoenix

Location: EDS - Principal Dental Services, Inc.

VV 3233

Employers Dental Services
A member of

Principal
Financial Group

2355 East Camelback Road
Suite 600
Phoenix, AZ 85016

VV3234 - #10 Tucson

Location: EDS - Principal Dental Services, Inc.

VV3234-01

Employers Dental Services
A member of

Principal
Financial Group

3430 E. Sunrise Drive, Suite 160
Tucson, AZ 85718-3239

VV3235 - #11 Tucson Left Window

Location: EDS - Principal Dental Services, Inc.

VV 3235

Employers Dental Services
A member of

Principal
Financial Group

PO Box 36600
Tucson, AZ 85740-6600

WINDOW SIZE: 1 1/8" X 4 1/2"
WINDOW POSITION: 7/8" LEFT X 1/2" BOTTOM

VV3240 - #9 Phoenix St Address

Location: EDS - Principal Dental Services, Inc.

VV 3240

From _____

Zip Code _____

|||

PLACE
STAMP
HERE

EMPLOYERS DENTAL SERVICES
2355 EAST CAMELBACK ROAD SUITE 600
PHOENIX AZ 85016-9040

|||||

VV3241 - #10 Phoenix Left Window

Location: EDS - Principal Dental Services, Inc.

VV 3241

Employers Dental Services
A member of

Principal
Financial Group

2355 East Camelback Road
Phoenix, AZ 85016

WINDOW SIZE: 1 1/8" X 4 1/2"
WINDOW POSITION: 7/8" LEFT X 1/2" BOTTOM

VV45-4 - #11 Warehouse

Location: PLIFE - Group Home Office & Satellite Offices



711 High Street
Des Moines, IA 50392-0001

VV 45-04

VV712 - #11 Courtest - Ind Claims

Location: PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Specialty Benefits Distribution
PLIFE - Group Benefits Sales Resp

From _____

Zip Code



PLACE
STAMP
HERE

ATTN INDIVIDUAL CLAIMS
THE PRINCIPAL FINANCIAL GROUP®
PO BOX 10431
DES MOINES IA 50306-0431

VV 712




VV712-12 - #11 Courtest - Ind Claims - WMS

Location: PLIFE - Group Home Office & Satellite Offices
PLIFE - Health Distribution
PLIFE - Life Distribution - NonPrincor Registered Rep
PLIFE - Specialty Benefits Distribution
PLIFE - Group Benefits Sales Resp

From _____ _____ _____ Zip Code		PLACE LETTER RATE POSTAGE HERE
ATTN INDIVIDUAL CLAIMS THE PRINCIPAL FINANCIAL GROUP® PO BOX 10431 DES MOINES IA 50306-0431		
VV 712-12		

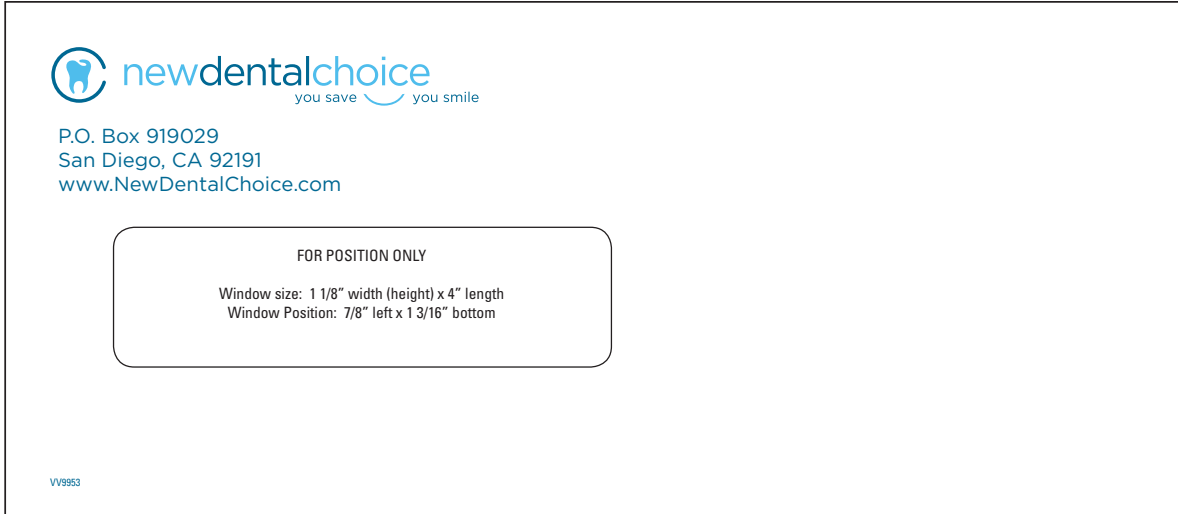
VV9912 - 10 x 13 Catalog

Location: Princor Broker
Princor Broker - Advisor

	Business Ctr/Dept Name Address Address City, State ZIP	RETURN SERVICE REQUESTED	FIRST CLASS MAIL
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VV9953 - #10 Window Envelope - Inside Tint (window in custom 7/8 from left and

Location: First Dental Health



VV9956 - 9 x 12 Business Reply Catalog Envelopes

Location: PNL PLIFE - Life Distribution - NonPrincor Registered Rep
PNL PLIFE Princor Registered Reps NonCareer Agent

