

# The Principal Financial Group Celebrates "World's Most Ethical Companies" Honor

## Third consecutive year makes The Principal an industry standout

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DES MOINES, Iowa--(BUSINESS WIRE)--For the third consecutive year, the Principal Financial Group® has been named one of the 2009 "World's Most Ethical Companies" by the Ethisphere Institute. The Principal® is one of only three in the financial services industry to make the prestigious list this year, and one of only 44 companies to have made the list all three years since its inception.

"We are extremely proud to once again be recognized by the Ethisphere Institute for continued commitment to our core value of integrity," said Larry Zimpleman, president and chief executive officer of the Principal Financial Group. "I attribute this honor directly to our employees, who live our core values on a daily basis.

"This recognition is especially meaningful, given the current environment. It's no secret that companies are facing unprecedented scrutiny in all aspects of business," continued Zimpleman. "Transparency, corporate citizenship and strong ethics are hallmarks of The Principal, and have served us well for nearly 130 years. These strong fundamentals will continue to define us as we lead our business through uncertain times."

Through a rigorous, multi-step evaluation process, Ethisphere's researchers and analysts reviewed more than 10,000 companies' codes of ethics, litigation and regulatory infraction histories; investment in innovation and sustainable business practices; activities designed to improve corporate citizenship; nominations from senior executives, industry peers, suppliers and customers; and feedback from consumer action groups.

"The Principal has proven to be one of the world leaders in upholding high ethical standards, making it a true standout in its industry, especially as unethical business actions and decisions grab headlines each day," said Alex Brigham, executive director of the Ethisphere Institute. "The competition for this year's World's Most Ethical Companies was very strong and we applaud The Principal for rising to the top. The Principal recognized that being ethical is not only the right thing to do, it is also good business practice."

To view the complete list of the 2009 World's Most Ethical Companies, visit <http://ethisphere.com/>.

### **About the Principal Financial Group**

The Principal Financial Group<sup>®</sup> (The Principal<sup>®</sup>)<sup>1</sup> is a leader in offering businesses, individuals and institutional clients a wide range of financial products and services, including retirement and investment services, life and health insurance, and banking through its diverse family of financial services companies. A member of the Fortune 500, the Principal Financial Group has \$247.0 billion in assets under management<sup>2</sup> and serves some 19.1 million customers worldwide from offices in Asia, Australia, Europe, Latin America and the United States. Principal Financial Group, Inc. is traded on the New York Stock Exchange under the ticker symbol PFG. For more information, visit [www.principal.com](http://www.principal.com).

### **About Ethisphere Institute**

The research-based Ethisphere Institute is a leading international think tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anticorruption and sustainability. The Institute's associated membership group, the Ethisphere Council, is a forum for business ethics that includes more than 200 leading corporations, universities and institutions. The Ethisphere Council is dedicated to the development and advancement of individuals on its membership council through increased efficiency, innovation, tools, mentoring, advice, and unique career opportunities. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking(TM), is the quarterly publication of the Institute. More information on the Ethisphere Institute, including ranking projects and membership, can be found at [ethisphere.org](http://ethisphere.org).

<sup>1</sup> "The Principal Financial Group" and "The Principal" are registered service marks of Principal Financial Services, Inc., a member of the Principal Financial Group.

<sup>2</sup> As of December 31, 2008

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