



Principal Universal Life FlexSM

Product Overview

Principal Universal Life (UL) Flex provides market plays for both individuals and businesses. It offers two options: UL Flex (2010), which can be used for death benefit protection, or UL Flex (Accumulation) – 2010, which can be used in a maximum fund and income out scenario.

Principal Universal Life Flex is competitive in the business market, especially for insuring business bonus plans. In personal markets, it can be a viable option to accumulate cash value for retirement or for offering death benefit protection. Whichever option you choose, UL Flex (2010) or UL Flex (Accumulation) – 2010, Principal Universal Life Flex offers clients maximum flexibility in designing a solution for the unexpected.

FOR MORE INFORMATION

Contact the National Sales Desk
at 800-654-4278, or
visit www.principal.com/ulflex.

Key features

- Issue ages 0-85; Maturity: age 121
- Affordable, flexible protection
- Death Benefit Options 1, 2, and 3
- Age nearest birthday rates
- Cash Value Accumulation Test or Guideline Premium Test
- Clients can increase or decrease their coverage amount subject to policy and underwriting guidelines
- Premium payment frequency options exist to help fit your clients' financial situations

Riders

- Accelerated Benefit
- Change of Insured
- Children's Term Insurance
- Extended Coverage
- Life Paid-Up
- Salary Increase
- Surrender Charge Flex – UL Flex (Accumulation) – 2010 option only
- Surrender Value Enhancement – UL Flex (Accumulation) – 2010 option only
- Waiver of Monthly Policy Charges

Concept fits

Business planning:

- Business Continuation
- Buy-Sell
- Executive Bonus
- Key Person

Target market

- Clients seeking long-term cash value accumulation with flexibility for death benefit protection on a minimum fund (up to target) basis
- Clients seeking long-term cash value accumulation for retirement through maximum policy funding
- Individuals/business owners who want to avoid secondary guarantee products and the investment risk of variable products
- Individuals/business owners looking for executive bonus solutions

Competitive advantages

- Competitive in maximum fund/income out scenarios for ages 35-55 (UL Flex (Accumulation) – 2010 option)
- Low cost for protection to age 100 scenarios for ages 55-75 (UL Flex (2010) option)
- Life Paid-Up Rider, which offers over-loan protection
- Automated Income feature, which enables the client to take withdrawals from the policy on a regular basis with very little paperwork required
- Can be used in both personal and business situations
- Can be used in executive bonus solutions
- Surrender Charge Flex Rider, which offers reduced surrender charges on the UL Flex (Accumulation) – 2010 option
- Surrender Value Enhancement Rider, which offers high early cash values on the UL Flex (Accumulation) – 2010 option

Principal UnderRightSM

- Accessible and knowledgeable underwriters who specialize in personal service for each case
- Automatic Standard Approval Program – Table 3 to Standard¹
- A balanced approach to Preferred
 - Favorable factors may offset adverse factors
- Tobacco/non-tobacco rates
 - Cigar use of 12 or fewer cigars in prior 12 months and a negative nicotine test will qualify at non-tobacco rates.¹
- TeleApp convenience
- Business Underwriting Programs²
 - Guaranteed Issue – \$100,000 minimum
 - Simplified Underwriting, Standard Decline and TeleApp

Our innovative team approach provides large case and business case expertise, competitive underwriting and top-notch service.

¹ Subject to change.

² State variations apply and may not be available in all states.

With the different options Principal Universal Life Flex offers, your clients will have a variety of choices when looking at how to take care of their needs.



WE'LL GIVE YOU AN EDGE[®]

Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines, Iowa 50392-0001, www.principal.com

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Not FDIC or NCUA insured

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