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## **The Principal Financial Group again ranks as one of the “World’s Most Ethical Companies”**

**Sydney, 22 April 2009** - Principal Global Investors (Australia) Ltd. today announced its parent company, 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 in all three years since its inception.

Grant Forster, CEO of Principal Global Investors (Australia) said the recognition of the company’s core values was an important message to send to clients, employees and business partners. “We are delighted that our organisational culture has been publicly recognised again in 2009. We believe this translates well for our much-valued clients, staff and partners of our Australian business as evidence of Principal’s high standards and approach to business.”

“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 honour 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.”



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### **How the Ethisphere Awards work**

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/>.

Principal Global Investors is a diversified asset management organization and a member of the Principal Financial Group®. Principal Global Investors manages \$198.3 billion\* in assets primarily for retirement plans and other institutional clients. The firm offers expertise in equities, fixed income and real estate investments as well as specialized overlay and advisory services.

**- ENDS -**

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