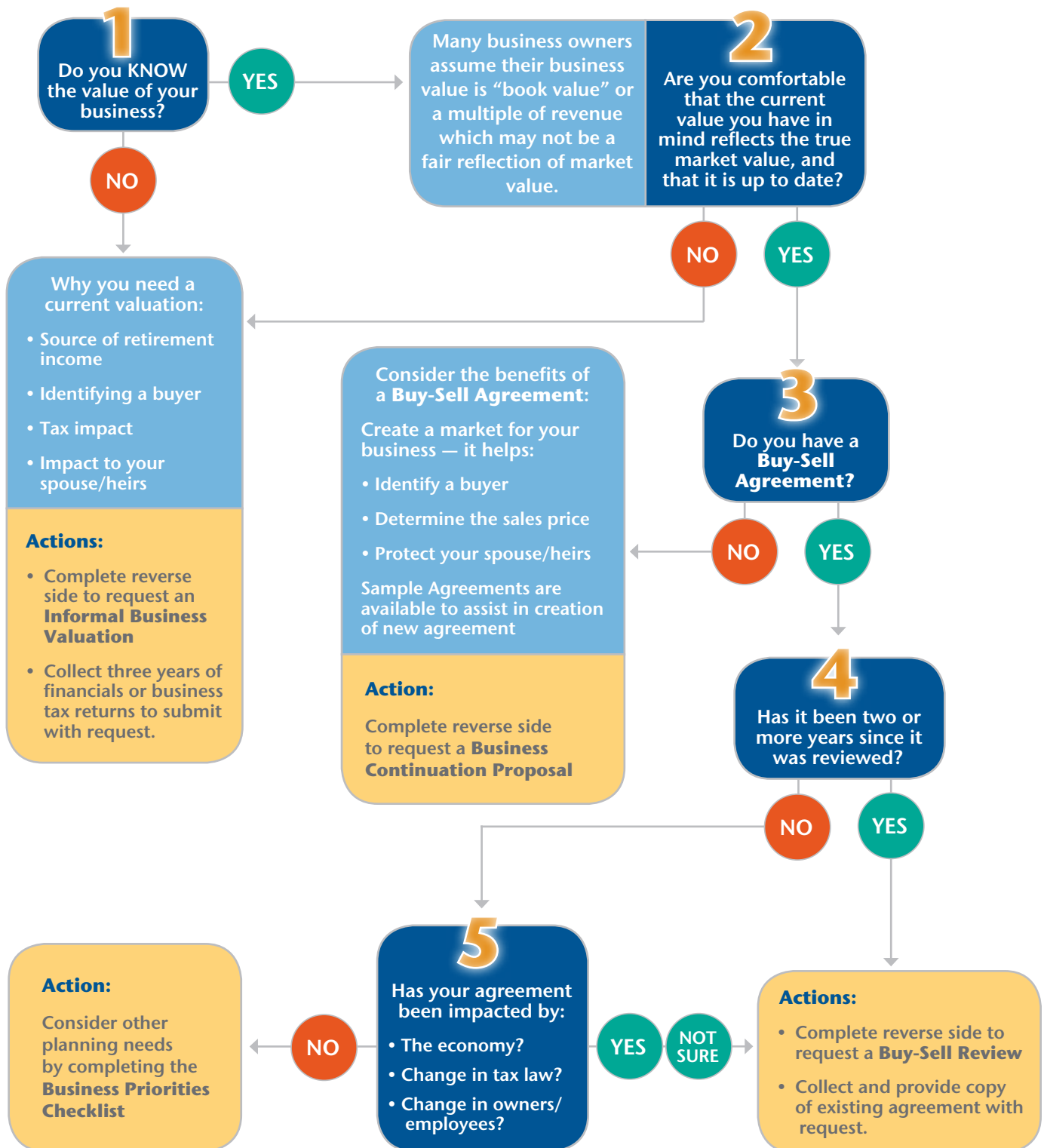


Protect Your Business. Help Secure Your Future.

Your business is your future. We offer complimentary business planning services that can help you protect your business and secure your future. By answering a few key questions, we can help you start the business planning process.



Please complete the following information:

1. Business name: _____
- 1a. Owner(s) name: _____
- 1b. Nature of your business: _____
- 1c. Headquarters—City, State: _____
- 1d. Issue state: _____
2. Type of business entity: Sole proprietorship*
 Partnership C corporation S corporation
3. Total number of employees: 1-9 10-50
 51-200 201-500 501+
4. Number of business owners: 1 2 3 4+
5. Children of owners: Number in business _____
 Outside of business _____
6. Years the business has been operating? _____
7. Annual growth rate: _____%
8. Business tax rate (Enter owner's tax rate if business is taxed as a flow-through organization.): _____%
9. Do you have a buy-sell agreement? Yes No
 If yes, provide a copy of the agreement.
10. To whom do you intend to sell? Family
 Key employee Third party Co-owner
11. Names of the following professional advisers:
 Attorney: _____
 Accountant: _____
 Banker: _____
12. Three full years of income statements and balance sheets, or
 Three full years of company tax returns

* In addition to providing three years of Schedule Cs, please include an informal balance sheet of business assets and liabilities.

Date: _____ Principal agency/Brokerage General Agency (BGA) office: _____

Proposals will NOT be provided without an indication of a valid Principal agency or BGA partner relationship.

PRODUCER INFORMATION

Producer name: _____

CFP CLU* ChFC* CEBS LUTCF Other: _____

Producer name: _____

CFP CLU* ChFC* CEBS LUTCF Other: _____

Principal Wholesaler: _____

PROPOSAL DELIVERY

Phone number: _____

Email address: _____

Should anyone else (Producer or BGA) receive this proposal?

Name: _____

Email address: _____

Please allow a 5 business day turnaround time from receipt of RFP on all proposals (up to 15 days for a Buy-Sell review).

Questions can be sent to newrfps@exchange.principal.com or call: 1-800-654-4278, ext. 55436.

E-mail RFP to: newrfps@exchange.principal.com or fax RFP to: Case Design Team, 866-946-3209



WE'LL GIVE YOU AN EDGE®

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

While this communication may be used to promote or market a transaction or an idea that is discussed in the publication, it is intended to provide general information about the subject matter covered and is provided with the understanding that none of the member companies of The Principal or its representatives are rendering legal, accounting, or tax advice. It is not a marketed opinion and may not be used to avoid penalties under the Internal Revenue Code. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax, or accounting obligations and requirements.

Insurance products from the Principal Financial Group® (The Principal®) are issued by Principal National Life Insurance Company (except in New York) and Principal Life Insurance Company.

Not FDIC or NCUA insured

May lose value • Not a deposit • No bank or credit union guarantee
 Not insured by any Federal government agency