

Date
First, Last Name
Address
City, State ZIP

**– Priority Communication –
Prompt Attention Requested**

Dear (first name),

Your former employer has made changes that may affect your retirement account. (Company Name), has chosen The Principal Financial Group®, our nation's leading provider of retirement plans, to service its retirement plans.

This letter is to welcome you to The Principal® and to let you know immediately that you can now take advantage of the **free** financial planning services available to you as a participant in a retirement plan serviced by The Principal®.

Please call one of your assigned financial professionals at 1-800-247-8000 ext. 789 as soon as it's convenient to discuss the many options now available to you. Our expertise in assisting individuals of every financial situation allows us to provide you qualified, sound guidance and to ensure your dealings with us are straightforward and easy.

We can handle all of the details of your plan within a matter of minutes right over the phone – there's no cost and no obligation for this personal service now or going forward.

You may find that keeping your retirement account invested with The Principal in a Rollover IRA will give you the most flexibility in deciding how to utilize your retirement funds to your greatest advantage.

As the nation's 401(k) leader, we offer you a wide range of choices that can provide you an ideal retirement scenario. Having this retirement savings invested with us will allow you to keep your money tax-deferred, IRS penalty-free and invested for your future.

We encourage you to take the one simple step of calling us at 1-800-247-8000 ext. 789 to determine how we might best invest these funds in an account more personalized for you and your current situation. Our financial professionals are ready to assist you Monday through Friday, 7:00 a.m. to 9:00 p.m. Central Time.

Thank you for being a valued client of The Principal Financial Group®.

Sincerely,

D.N. Schmitz
Retirement Planning Division

Financial professionals are representatives for the companies of the Principal Financial Group. Except under certain circumstances they do not represent, offer, or compare products and services of other financial services organizations.