



<p><b>News Release</b> FOR IMMEDIATE RELEASE Embargoed until 9:00 am ET Thurs. May 18, 2006</p>	<p>Media Contact: Sheila Consaul 703.683.7871 <a href="mailto:sheila.consaul@unitedway.org">sheila.consaul@unitedway.org</a></p>
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## United Way of America Recognizes Principal Financial Group as Spirit of America® Award Recipient

-- *The **Principal Financial Group** Honored at 2006 United Way Community Leaders Conference* --

**Denver, CO** (May 18, 2006) – United Way of America (UWA) today honored the **Principal Financial Group** as its 19<sup>th</sup> Spirit of America® Award recipient. This is the highest honor for a company's outstanding commitment to local communities given by United Way. UWA presented this award to the **Principal Financial Group** at its national United Way *Community Leaders Conference* in Denver, Colorado.

The Spirit of America® Awards program is United Way's highest tribute for corporate community involvement. Spirit of America and Summit Award recipients are judged on detailed criteria in four categories: Employee Community Investment, Corporate Community Investment, Community Leadership and Employee Community Engagement. The Spirit of America winner excels in each of these four categories. Summit Awards are presented to companies that excel in one or more of these areas.

"I can't say enough about what employees and retirees of The Principal have done to support United Way and other non-profit organizations in the Des Moines area. From an organized volunteer network to the involvement of senior management, The **Principal** focuses both its human and financial resources in areas which produce results that matter to people and change lives and communities," said UWA President and CEO Brian A. Gallagher. "**Principal Financial Group** executives and employees have demonstrated year after year that making a real difference in the community takes commitment, dedication, hard work, time, money and perseverance," Gallagher continued.

As a financial services leader, the **Principal Financial Group** works to secure the financial futures of growing businesses, individuals and institutional clients. Philanthropic endeavors support the company's business objectives through strategic community leadership and involvement. By investing in communities, The **Principal** proactively creates goodwill, brings added value to customer relationships; plants seeds for future profit and growth; demonstrates the company's integrity; strengthens brand awareness; and has a big impact on attracting and retaining great employees. The **Principal Financial Group** involves its local United Ways in a variety of ways including participating in campaign coordinator training, featuring speakers at events, hosting lunch and learns and department presentations with agency speakers.

"At The Principal, we feel strongly that if you want your community to be the best it can be, you have a responsibility to pitch in," said J. Barry Griswell, Chairman and CEO of the **Principal Financial Group**. "Getting involved – on both a corporate level as well as individually – is rooted in our culture. Our employees are genuinely committed to giving back to the community and it shows in our results. While they're not in it for the awards, I'm thrilled their tireless efforts are being recognized. The Spirit of America Award is a tremendous honor and we are proud to be the 2006 recipient."

In addition to the Spirit of America Award, United Way presented Summit Awards to companies that have achieved distinction in specific categories.

This year's Summit Awards go to:

- DaimlerChrysler – Corporate Community Investment and Employee Community Investment
- Duke Energy – Employee Community Engagement
- General Mills – Corporate Community Investment and Employee Community Engagement
- Kellogg's – Employee Community Investment
- Kimberly-Clark – Corporate Community Investment
- Microsoft Corporation – Employee Community Engagement
- Xcel Energy – Community Leadership

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**About United Way of America**

*United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the root causes of the most serious problems. The United Way movement includes over 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way of America, please visit: [www.unitedway.org](http://www.unitedway.org).*