



Two-Year Rate Guarantee

Dental Double Down Promotion

Principal Life Insurance Company is now offering a special, limited-time promotion for new sales with five-100 eligible lives.¹ When you sell dental from Principal Life with one or more qualifying coverage, your clients will get a two-year rate guarantee on eligible products.²

Employer-paid or voluntary dental plus one or more qualifying coverage
=
a two-year rate guarantee on group dental, disability, life and vision.

Multiple product discount

Principal Life also offers a multiple product discount when selling three or more coverages. Qualifying dental cases will receive a 5% discount, in addition to the two-year rate guarantee.

Qualifying additional coverages include:

- Group term life
- Voluntary term life
- Short-term disability (STD), voluntary STD
- Long-term disability (LTD), voluntary LTD
- Vision, voluntary vision
- Individual disability income on three plus employees (employer-sponsored or employer-paid)
- 401(k) and 403(b) plans

These coverages do not count toward a multiple product sale:

- Wellness
- Accidental death & dismemberment
- Advice-to-pay and ASO disability services
- New York DBL and New Jersey TDB plans
- Other individual products

This promotion is good for new sales through Sept. 30, 2011, effective dates. Give your clients an edge on benefit savings with this promotion.

¹ Outside of Florida 10-100 eligible lives are required.

² Not available with the Dental Plus One promotion, which is only available to 10-50 life groups in Florida. See GP59660FL for details.

FOR MORE INFORMATION

Contact your local sales representative to learn more.



WE'LL GIVE YOU AN EDGE[®]

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