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The Principal Financial Group Joins Live Healthy America to Get Employees Moving

New relationship brings wellness challenges, tools and healthy habits to the workplace.

(Des Moines, Iowa) –[The Principal Financial Group](#)[®] and [Live Healthy America](#) are joining forces to improve healthy habits and physical activity at workforces nationwide. Together these companies will work with employers to provide [comprehensive wellness programs](#), [employee wellness challenges](#) and innovative online tools, all designed to encourage healthier, more engaged employees.

“By bringing together the capabilities of both companies, we’re able to bring to market a new type of wellness program that has all of the elements of our research-based, comprehensive programs with a fun and engaging approach,” said Lee Dukes, president of Principal Wellness Company, a subsidiary of the Principal Financial Group. “Through this new relationship, we’re expanding the scope of services we can jointly offer, which will further enhance the impressive outcomes our clients experience today.”

Employers offering year-round workplace wellness programs from The Principal[®] will have new ways to engage employees with powerful tools including team-centric campaigns, fitness trackers, recipes and coaching videos from Live Healthy America. Specializing in making wellness activities social and engaging, Live Healthy America provides turnkey wellness challenges in which employees can connect personal interests, goals and activities. These challenges focus on weight management, physical activity and nutrition and drive increased engagement, health education and improved morale among employees.

“Integrating the Live Healthy experience with clinically proven Principal wellness programs produces an opportunity to grow with our current family of customers and engage in a wider spectrum of health resources and comprehensive offering,” said Troy W. Vincent, CEO of Live Healthy America. “This collaboration is an opportunity to not only provide an avenue of cost-savings, but also build an employee retention and cultural enhancement tool for our customers.”

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About the Principal Financial Group

The Principal Financial Group[®] (The Principal[®])¹ is a global investment management leader offering retirement services, insurance solutions and asset management. The Principal offers businesses, individuals and institutional clients a wide range of financial products and services, including retirement, asset management and insurance through its diverse family of financial services companies. Founded in

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1879 and a member of the FORTUNE 500[®], the Principal Financial Group has \$392.2 billion in assets under management² and serves some 18.3 million customers worldwide from offices in Asia, Australia, Europe, Latin America and the United States. Principal Financial Group, Inc. is traded on the New York Stock Exchange under the ticker symbol PFG. For more information, visit www.principal.com.

About Live Healthy America

Since 2008, Live Healthy America has been a wellness catalyst for both grassroots-level outreach programs and corporate initiatives to ensure positive outcomes and reduced health care costs. Live Healthy utilizes a unique approach to create wellness campaigns that are social, interactive and engaging. Located in Des Moines, Iowa and Dallas, Texas, Live Healthy America has successfully assisted over 500 organizations and communities across the United States to build their own cultures of wellness. For more information, visit www.livehealthyamerica.com.

² As of September 30, 2012.