

Intelligent Variable Annuity-Principal Equity Income Account

Benchmark
Russell 1000 Value TR USD

Category
Large Value

Overall Morningstar Rating™
★★★★★

Morningstar Return
High

Morningstar Risk
Below Average

Out of 5325 Large Value VA subaccounts. **An investment's overall Morningstar Rating, based on its risk-adjusted return, is a weighted average of its applicable 3-, 5-, and 10-year Ratings. See disclosure for details.**

Investment Information

Investment Strategy from investment's prospectus

The investment seeks to provide current income and long-term growth of income and capital.

The fund invests primarily at least 80% of net assets in dividend-paying equity securities. It usually invests in equity securities of companies with large market capitalizations, but may also invest in equity securities of companies with medium market capitalizations. The fund invests in value equity securities; the value orientation selection emphasizes buying equity securities that appear to be undervalued. It may invest in real estate investment trusts and securities of foreign issuers.

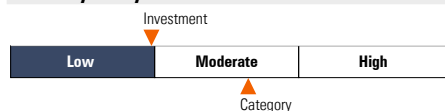
Operations

Subaccount Incp Date	02-05-08
Undr. Fund Incep Date	04-28-98
Subacct Adoption Date	02-05-08
Prosp Net Exp Ratio	0.51%
Prosp Gross Exp Ratio	0.51%
Advisor	Principal Management Corp
Subadvisor	Edge Asset Management, Inc
Portfolio Manager(s)	David W. Simpson Daniel R. Coleman

Investment Manager

Edge Asset Management has been a pioneer in the field of actively managed asset allocation funds and is a leading manager of value equities and taxable fixed-income securities. For over 65 years, Edge has built a reputation for performance and integrity. Its investment approach is defined by rigorous fundamental research and a value-oriented investment philosophy, to seek the highest risk-adjusted returns for investors through a broad range of investment vehicles and strategies. Edge Asset Management is an affiliated investment advisor of Principal Global Investors and a member of the Principal Financial Group, with approximately \$11.2 billion in assets under management, including approximately \$3.6 billion in institutional assets (as of December 31, 2008).

Volatility Analysis



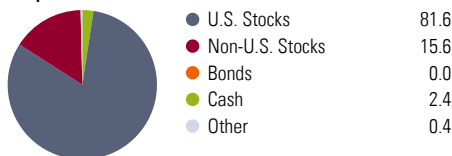
In the past, this investment has shown a relatively small range of price fluctuations relative to other investments. Based on this measure, currently more than two thirds of all investments have shown higher levels of risk. Consequently, this investment may appeal to investors looking for a conservative investment strategy.

Morningstar Proprietary Statistics

	YTD	1-Year	3-Year	5-Year	10-Year
Morningstar Rating	—	—	★★★★★	★★★★★	★★★★★
Fund Rank Percentile	7	7	15	2	1
Out of # of Investments	6,076	6,076	5,325	4,152	1,121

Portfolio Analysis

Composition as of 09-30-11



Morningstar Style Box™ as of 09-30-11

	% Assets	% Mkt Cap
U.S. Stocks	81.6	
Non-U.S. Stocks	15.6	
Bonds	0.0	
Cash	2.4	
Other	0.4	
Value Blend Growth		
Giant		44.11
Large		36.94
Medium		17.26
Small		1.69
Micro		0.00

Top 20 Holdings as of 09-30-11

	% Assets
Abbott Laboratories	2.35
ACE Ltd	2.25
Intel Corp	2.25
Digital Realty Trust, Inc.	2.24
Chevron Corp	2.22
Merck & Co Inc	2.14
Annaly Capital Management, Inc.	2.13
Bristol-Myers Squibb Company	2.11
Mattel, Inc.	2.08
Genuine Parts Company	2.00
JPMorgan Chase & Co	1.98
Wal-Mart Stores Inc	1.88
Pfizer Inc	1.87
Progress Energy, Inc.	1.67
Microsoft Corporation	1.66
GlaxoSmithKline PLC ADR	1.65
Exxon Mobil Corporation	1.62
McDonald's Corporation	1.61
Kraft Foods Inc	1.52
VF Corporation	1.52

Total Number of Stock Holdings	95
Total Number of Bond Holdings	0
Annual Turnover Ratio %	23
Total Fund Assets (\$mil)	650.01

Statistics

	Port Avg	Rel S&P 500	Rel Cat
P/E Ratio	10.82	0.89	1.00
P/B Ratio	1.60	0.80	1.09
P/C Ratio	4.93	0.70	0.86
GeoAvgCap (\$mil)	32,149.49	0.65	0.88

Risk Measures as of 12-31-11

	Port Avg	Rel S&P 500	Rel Cat
3 Yr Std Dev	17.33	0.91	0.87
3 Yr Beta	0.90	—	0.87
3 Yr Sharpe Ratio	0.79	1.00	1.32
3 Yr Alpha	0.28	—	-0.08
3 Yr R-squared	96.60	—	1.00

Morningstar Sectors as of 09-30-11

	% Fund
Cyclical	34.29
Basic Materials	1.68
Consumer Cyclical	7.95
Financial Services	18.17
Real Estate	6.49
Sensitive	35.38
Communication Services	3.99
Energy	11.26
Industrials	13.31
Technology	6.82
Defensive	30.32
Consumer Defensive	8.11
Healthcare	16.20
Utilities	6.01

Disclosure

Additional Information

All investment vehicles are subject to market and other risk factors, which could result in loss of principal. **Investment objectives, risks, charges, expenses, and other important information about a portfolio are contained in the prospectus; read it carefully before investing.**

Prospectus Gross Expense Ratio

This is the percentage of fund assets paid for operating expenses and management fees. The expense ratio typically includes the following types of fees: accounting, administrator, advisor, auditor, board of directors, custodial, distribution (12b-1), legal, organizational, professional, registration, shareholder reporting, subadvisor, and transfer agency. The expense ratio does not reflect the fund's brokerage costs or any investor sales charges. In contrast to the net expense ratio, the gross expense ratio does not reflect any fee waivers in effect during the time period.

Also known as the Total Annual Fund Operating Expense Ratio, Morningstar pulls the prospectus gross expense ratio from the fund's most recent prospectus. Prospectus expense ratios reflect material changes to the expense structure for the current period.

Prospectus Net Expense Ratio

This is the percentage of fund assets paid for operating expenses and management fees. The expense ratio typically includes the following types of fees: accounting, administrator, advisor, auditor, board of directors, custodial, distribution (12b-1), legal, organizational, professional, registration, shareholder reporting, subadvisor, and transfer agency. The expense ratio does not reflect the fund's brokerage costs or any investor sales charges. In contrast to the gross expense ratio, the net expense ratio does reflect fee waivers in effect during the time period.

Also known as the Total Annual Fund Operating Expense Ratio Net of Reimbursements, Morningstar pulls the prospectus net expense ratio from the fund's most recent prospectus. Prospectus expense ratios reflect material changes to the expense structure for the current period, while annual report expense ratios reflect the actual fees charged during a particular fiscal year.

Morningstar Rating™

Often simply called the Star Rating, the Morningstar Rating brings load-adjustments, performance (returns) and risk together into one evaluation. To determine a fund's star rating for a given time period (three, five, or 10 years), the fund's risk-adjusted return is plotted on a bell curve: If the fund scores in the top 10% of its category, it receives 5 stars (Highest); if it falls in the next 22.5% it receives 4 stars (Above Average); a place in the middle 35% earns 3 stars (Average); those lower still, in the next 22.5%, receive 2 stars (Below Average); and the bottom 10% get only 1 star (Lowest). The Overall Morningstar Rating is a weighted average of the available three-, five-, and 10-year ratings.

Morningstar Return

This statistic is a measurement of a fund's excess return over a risk-free rate (the return of the 90-day Treasury bill), after adjusting for all applicable fund level loads and sales charges. In each Morningstar Category, the top 10% of funds earn a High Morningstar Return, the next 22.5% Above Average, the middle 35% Average, the next 22.5% Below Average, and the bottom 10% Low. Morningstar Return is measured for up to three time periods (three-, five-, and 10-years). These separate measures are then weighted and averaged to produce an overall measure for the fund.

Funds with less than three years of performance history are not rated.

Morningstar Risk

This statistic evaluates the variations in a fund's monthly returns, with an emphasis on downside variations. In each Morningstar Category, the 10% of funds with the lowest measured risk are described as Low Risk, the next 22.5% Below Average, the middle 35% Average, the next 22.5% Above Average, and the top 10% High. Morningstar Risk is measured for up to three time periods (three-, five-, and 10-years). These separate measures are then weighted and averaged to produce an overall measure for the fund. Funds with less than three years of performance history are not rated.

Morningstar Style Box™

The Morningstar Style Box reveals a fund's investment strategy as of the date noted on this report.

For equity funds the vertical axis shows the market capitalization of the long stocks owned and the horizontal axis shows investment style (value, blend, or growth).

For fixed-income funds, the vertical axis shows the credit quality of the long bonds owned and the horizontal axis shows interest rate sensitivity as measured by a bond's effective duration (limited, moderate, or extensive).

Credit Analysis Survey: For corporate and municipal bonds, Morningstar surveys credit rating information from fund companies on a periodic basis (e.g., quarterly). In compiling credit rating information, Morningstar instructs fund companies to only use ratings that have been assigned by a Nationally Recognized Statistical Rating Organization (NRSRO). If two NRSROs have rated a security, fund companies are to report the lowest rating to Morningstar. If a rating is unavailable or unpublished, then the security or issuer is categorized as Not Rated/Not Available. US Government Securities issued by the US Treasury or US Government Agencies are included in the US Government category. PLEASE NOTE: Morningstar, Inc. is not itself an NRSRO nor does it issue a credit rating on the fund. An NRSRO rating on a fixed-income security can change from time-to-time.

Risk Measures

R-squared reflects the percentage of a fund's movements that are explained by movements in its benchmark index, showing the degree of correlation between the fund and the benchmark.

Beta is a measure of a fund's sensitivity to market movements. A portfolio with a beta greater than 1 is more volatile than the market, and a portfolio with a beta less than 1 is less volatile than the market.

Alpha measures the difference between a fund's actual returns and its expected performance, given its level of risk (as measured by beta).

Sharpe ratio uses standard deviation and excess return to determine reward per unit of risk.

Standard deviation is a statistical measure of the volatility of the fund's returns.

Investment Risk

Foreign Securities Funds/Emerging Market Funds: Risks include, but are not limited to, currency risk, political risk, and risk associated with varying accounting standards. Investing in emerging markets may accentuate these risks.

Sector Funds: The lack of industry diversification subjects the investor to increased industry-specific risks.

Non-Diversified Funds: Funds that invest more of their assets in a single issuer involve additional risks, including share price fluctuations, because of the increased concentration of investments.

Small-Cap Funds: Smaller companies typically have a higher risk of failure, and are not as well established as larger blue-chip companies. Historically, smaller-company stocks have experienced a greater degree of market volatility than the overall market average.

Mid-Cap Funds: The securities of companies with market capitalizations below \$10 billion may be more volatile and less liquid than the securities of larger companies.

Bond Funds: Bond investments are subject to interest rate risk so that when interest rates rise, the prices of bonds can decrease and the investor can lose principal value.

Bonds investing in asset/mortgage-backed securities are subject to prepayment risk, where falling interest rates can cause security prices and income to decline due to early prepayment of principal, as well as extension risk, where rising interest rates can cause securities prices to decline because expected prepayments of principal do not occur.

High-Yield Bond Funds: Funds that invest in lower-rated debt securities (commonly referred to as junk bonds) involve additional risks because of the lower credit quality of the securities in the fund, including the possible higher level of volatility and increased risk of default.

Commodity-Linked Derivative Funds: Funds that invest in commodity-linked derivative instruments may subject the portfolio to greater volatility than investments in traditional securities, particularly if the investments invoke leverage.

Value Funds: Stock selection is based upon the portfolio manager's assessment of fundamentals of the companies that he/she believes to be undervalued. This style of investing may increase the volatility of the portfolio and may not produce the intended results over short or long time periods. Larger, more established companies may not be able to attain higher growth rates of smaller companies, especially during extended periods of economic expansion.

Asset Allocation Funds: These funds seek to accomplish dual goals of income and capital appreciation by investing in a variety of securities in different asset classes. Many of these portfolios are structured as a "fund of funds" which is a portfolio that specializes in buying shares of other portfolios rather than individual securities. The "fund of funds" structure may have higher costs than if you invested directly in the underlying portfolios.

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