#### PRINCIPAL HOLDING CO

Form 4 April 11, 2011

# FORM 4

### UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB** Number:

**OMB APPROVAL** 

3235-0287

Expires:

January 31, 2005

0.5

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if no longer subject to Section 16. Form 4 or Form 5

Check this box

obligations may continue. See Instruction

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section

30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * PRINCIPAL FINANCIAL GROUP INC			Symbol CATALYST	and Ticker or Trading HEALTH J., INC. [CHSI]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)			
(Last) 711 HIGH	(First) STREET,	(Middle)	3. Date of Earlie (Month/Day/Yes 04/07/2011	~	Director Officer (give title below)	_X10% Owner e Other (specify below)		
DES MOII	(Street) NES, IA 50392		4. If Amendmen Filed(Month/Day.	,	6. Individual or Joint Applicable Line) Form filed by One _X_ Form filed by Mor Person	Reporting Person		
(City) 1.Title of	(State) 2. Transaction Da	(Zip) ate 2A. Deeme		on-Derivative Securities Acq 4. Securities Acquired (A)	uired, Disposed of, o	•		

1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	4. Securities a coror Disposed of (Instr. 3, 4 and	of (D) ad 5)  (A) or		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	04/07/2011		Code V	Amount 1,000,000	(D)	Price \$ 50.62	4,227,500	I	By Subsidiary
Common Stock	04/08/2011		S	825,000	D	\$ 50.62	3,402,500	I	By Subsidiary

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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#### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date		4.	5.	6. Date Exerc		7. Tit		8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	onNumber	Expiration D	ate	Amou	int of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Unde	rlying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Secur	rities	(Instr. 5)	Bene
	Derivative		•		Securities			(Instr	. 3 and 4)		Own
	Security				Acquired						Follo
	,				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						(221012
					4, and 5)						
					+, and <i>∃</i> )						
									Amount		
						<b>.</b>	<b>.</b>		or		
						Date	Expiration	Title	Number		
						Exercisable	Date		of		
				Code V	(A) (D)				Shares		

Dalasianahina

# **Reporting Owners**

Reporting Owner Name / Address	Relationships						
<b>F</b>	Director	10% Owner	Officer	Other			
PRINCIPAL FINANCIAL GROUP INC 711 HIGH STREET DES MOINES, IA 50392		X					
PRINCIPAL FINANCIAL SERVICES INC 711 HIGH STREET DES MOINES, IA 50392		X					
PRINCIPAL LIFE INSURANCE CO 711 HIGH STREET DES MOINES, IA 50392		X					
PRINCIPAL HOLDING CO 711 HIGH STREET DES MOINES, IA 50392		X					

### **Signatures**

Karen E. Shaff, Executive Vice President and General Counsel, Principal Financial 04/11/2011 Group

\*\*Signature of Reporting Person

Date

# **Explanation of Responses:**

- If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
  - 2,602,500 of these shares are owned directly by Principal Holding Company, a wholly-owned subsidiary of Principal Life Insurance Company, a wholly-owned subsidiary of Principal Financial Services, Inc., a wholly-owned subsidiary of Principal Financial Group, Inc.
- (1) The remaining 800,000 shares were contributed by Principal Holding Company to Final Sequel Newco, LLC, a Delaware limited liability company of which Principal Holding Company is a 50 percent owner. Principal Life Insurance Company, Principal Financial Services, Inc. and Principal Financial Group, Inc. are indirect beneficial owners of the reported securities.

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