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AMERICAN EQUITY INVESTMENT LIFE HOLDING CO

Form 8-K

February 05, 2010

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): February 5, 2010

AMERICAN EQUITY
INVESTMENT LIFE HOLDING COMPANY
(Exact Name of Registrant as Specified in its Charter)

IOWA	001-31911	42-1447959
(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identification No.)
6000 Westown Parkway, West Des Moines, Iowa		50266
(Address of Principal Executive Offices)		(Zip Code)
	(515) 221-0002	
	(Registrant's telephone number, including area code)	

Not Applicable
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure.

At a meeting earlier today with representatives of several of its leading National Marketing Organizations, American Equity Investment Life Holding Company ("AEL") discussed sales results for the year ended December 31, 2009. Total annuity deposits for the year were \$3.7 billion before coinsurance ceded and \$2.9 billion net after coinsurance ceded. Annuity deposits in the fourth quarter of 2009 were \$900 million before coinsurance ceded and \$665 million net

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after coinsurance ceded.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMERICAN EQUITY INVESTMENT LIFE
HOLDING COMPANY

Date: February 5, 2010

/s/ Wendy C. Waugaman

Wendy C Waugaman
Chief Executive Officer and President