

GERLACH JAMES M  
Form 4  
December 03, 2010

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
GERLACH JAMES M

2. Issuer Name and Ticker or Trading Symbol  
AMERICAN EQUITY INVESTMENT LIFE HOLDING CO [AEL]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

Executive Vice President

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
12/02/2010

6000 WESTOWN PARKWAY  
(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

WEST DES MOINES, IA 50266  
(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	(A) or (D)	5. Amount or Price	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 Ownership (Instr. 4)
Common Stock	12/02/2010		M	30,000	A	\$ 9.67	209,640	D	
Common Stock	12/02/2010		F	32	D	\$ 11.24	209,608	D	
Common Stock	12/02/2010		F	354	D	\$ 11.25	209,254	D	
Common Stock	12/03/2010		F	80	D	\$ 11.26	209,174	D	
Common Stock	12/02/2010		F	322	D	\$ 11.27	208,852	D	

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Common Stock	12/02/2010	F	1,082	D	\$ 11.28	207,770	D
Common Stock	12/02/2010	F	1,292	D	\$ 11.29	206,478	D
Common Stock	12/02/2010	F	2,222	D	\$ 11.3	204,256	D
Common Stock	12/02/2010	F	2,162	D	\$ 11.31	202,094	D
Common Stock	12/02/2010	F	2,939	D	\$ 11.32	199,155	D
Common Stock	12/02/2010	F	7,362	D	\$ 11.33	191,793	D
Common Stock	12/02/2010	F	2,163	D	\$ 11.34	189,630	D
Common Stock	12/02/2010	F	1,861	D	\$ 11.35	187,769	D
Common Stock	12/02/2010	F	2,766	D	\$ 11.36	185,003	D
Common Stock	12/02/2010	F	444	D	\$ 11.37	184,559	D
Common Stock	12/02/2010	F	900	D	\$ 11.38	183,659	D
Common Stock	12/02/2010	F	1,057	D	\$ 11.39	182,602	D
Common Stock	12/02/2010	F	192	D	\$ 11.4	182,410	D

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

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(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)		Title

					Date Exercisable	Expiration Date		Am or Nur of S	
Options-Right to Buy	\$ 9.67	12/02/2010		M	30,000	12/29/2000	12/29/2010	Common Stock	30

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GERLACH JAMES M 6000 WESTOWN PARKWAY WEST DES MOINES, IA 50266		X		Executive Vice President

## Signatures

Debra J. Richardson, by Power of  
Attorney  
\_\_\_\_\_  
\*\*Signature of Reporting Person

12/03/2010  
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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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