

RICHARDSON DEBRA J
Form 4
December 03, 2010

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

OMB APPROVAL
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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 *
RICHARDSON DEBRA J

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 VP & Secretary

(Last) (First) (Middle)
6000 WESTOWN PARKWAY
(Street)

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

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

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

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	132,048	D	
Common Stock	12/02/2010		F	32	D	\$ 11.24	132,016	D	
Common Stock	12/02/2010		F	354	D	\$ 11.25	131,662	D	
Common Stock	12/02/2010		F	80	D	\$ 11.26	131,582	D	
Common Stock	12/02/2010		F	322	D	\$ 11.27	131,260	D	

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Common Stock	12/02/2010	F	1,082	D	\$ 11.28	130,178	D
Common Stock	12/02/2010	F	1,292	D	\$ 11.29	128,886	D
Common Stock	12/02/2010	F	2,222	D	\$ 11.3	126,664	D
Common Stock	12/02/2010	F	2,162	D	\$ 11.31	124,502	D
Common Stock	12/02/2010	F	2,939	D	\$ 11.32	121,563	D
Common Stock	12/02/2010	F	7,362	D	\$ 11.33	114,201	D
Common Stock	12/02/2010	F	2,163	D	\$ 11.34	112,038	D
Common Stock	12/02/2010	F	1,861	D	\$ 11.35	110,177	D
Common Stock	12/02/2010	F	2,766	D	\$ 11.36	107,411	D
Common Stock	12/02/2010	F	444	D	\$ 11.37	106,967	D
Common Stock	12/02/2010	F	900	D	\$ 11.38	106,067	D
Common Stock	12/02/2010	F	1,057	D	\$ 11.39	105,010	D
Common Stock	12/02/2010	F	192	D	\$ 11.4	104,818	D

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 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
RICHARDSON DEBRA J 6000 WESTOWN PARKWAY WEST DES MOINES, IA 50266	X		Executive VP & Secretary	

Signatures

Debra J.
Richardson
12/03/2010

__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).

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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