

REIMER TERRY A  
Form 4  
December 05, 2012

**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 \*  
REIMER TERRY A

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)  
6000 WESTOWN PARKWAY  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
12/04/2012

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)	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)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	12/04/2012		M		15,000	A	\$ 11	173,507	D	
Common Stock	12/04/2012		M		17,500	A	\$ 10.77	191,007	D	
Common Stock	12/04/2012		M		20,000	A	\$ 7	211,007	D	
Common Stock	12/04/2012		S		18,121	D	\$ 11.7	192,886	D	
Common Stock	12/04/2012		S		900	D	\$ 11.705	191,986	D	

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Common Stock	12/04/2012	S	10,056	D	\$ 11.71	181,930	D
Common Stock	12/04/2012	S	1,600	D	\$ 11.7125	180,330	D
Common Stock	12/04/2012	S	6,450	D	\$ 11.715	173,880	D
Common Stock	12/04/2012	S	9,598	D	\$ 11.72	164,282	D
Common Stock	12/04/2012	S	2,700	D	\$ 11.7225	161,582	D
Common Stock	12/04/2012	S	3,075	D	\$ 11.725	158,507	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 Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options - Right to Buy	\$ 11	12/04/2012		M	15,000	06/10/2004	06/10/2014	Common Stock	15,000
Options - Right to Buy	\$ 10.77	12/04/2012		M	17,500	06/30/2005	12/31/2014	Common Stock	17,500
Option - Right to Buy	\$ 7	12/04/2012		M	20,000	05/08/2012	05/08/2019	Common Stock	20,000

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director   10% Owner   Officer   Other

REIMER TERRY A  
6000 WESTOWN PARKWAY  
WEST DES MOINES, IA 50266

Executive Vice President

## Signatures

Debra J. Richardson, by Power of  
Attorney

12/05/2012

\_\_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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