

RICHARDSON DEBRA J

Form 4

December 03, 2010

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

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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(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

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	12/02/2010		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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SEC 1474
(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		Expiration	Common	Am or Nun of S
				Exercisable		Date		
Options-Right to Buy	\$ 9.67	12/02/2010	M	30,000	12/29/2000	12/29/2010	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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