

AMERICAN EQUITY INVESTMENT LIFE HOLDING CO
 Form 4
 June 19, 2014

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2015
 Estimated average burden hours per response... 0.5

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 *
 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)
 06/18/2014

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 or Price		
Common Stock	06/18/2014		M		20,000 A \$ 10.77	245,798	D
Common Stock	06/18/2014		S		2,113 D \$ 24.75	243,685	D
Common Stock	06/18/2014		S		500 D \$ 24.76	243,185	D
Common Stock	06/18/2014		S		100 D \$ 24.765	243,085	D
Common Stock	06/18/2014		S		4,700 D \$ 24.77	238,385	D

Edgar Filing: AMERICAN EQUITY INVESTMENT LIFE HOLDING CO - Form 4

Common Stock	06/18/2014	S	1,200	D	\$ 24.775	237,185	D
Common Stock	06/18/2014	S	2,800	D	\$ 24.78	234,385	D
Common Stock	06/18/2014	S	300	D	\$ 24.785	234,085	D
Common Stock	06/18/2014	S	6,514	D	\$ 24.79	227,571	D
Common Stock	06/18/2014	S	200	D	\$ 24.795	227,371	D
Common Stock	06/18/2014	S	873	D	\$ 24.8	226,498	D
Common Stock	06/18/2014	S	700	D	\$ 42.805	225,798	D

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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 Securities (Instr. 3 and 4)	Amount or Number of Shares
Options - Right to Buy	\$ 10.77	06/18/2014		M	20,000	06/30/2005 12/31/2014	Common Stock	20,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RICHARDSON DEBRA J 6000 WESTOWN PARKWAY	X		Executive VP &	

WEST DES MOINES, IA 50266

Secretary

Signatures

Debra J.

Richardson

06/19/2014

__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.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.