Neugent Ge Form 5 February 15								
FORM	15				OMB AP	PROVAL		
Check thi	UNIT	ED STATES	OMB Number:	3235-0362				
no longer	subject		Washington, D.C. 20549	Expires:	January 31, 2005			
to Section Form 4 o 5 obligati may cont	Form Form Form	ANNUAL ST	ATEMENT OF CHANGES IN BEN OWNERSHIP OF SECURITIES	Estimated a burden hour response				
See Instruction1(b).Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,Form 3 Holdings Section 17(a) of the Public Utility Holding Company Act of 1935 or SectionReported30(h) of the Investment Company Act of 1940TransactionsReported								
1. Name and Address of Reporting Person <u>*</u> Neugent Gerard D.		rting Person <u>*</u>	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) X Director 10% Owner				
(Last)	(First)	(Middle)	3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year) 12/31/2010	Officer (give t below)	itle Other below)	r (specify		
6000 WES	FOWN PARE	KWAY						
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Reporting				
				(check applicable line)				
WEST DES	S MOINES,Â	IAÂ 50266		_X_ Form Filed by C Form Filed by M Person				

(City)	(State) (Zip) Table	e I - Non-Deri	vative Sec	uritie	s Acqui	red, Disposed o	f, or Beneficial	ly 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. Securi Acquired Disposed (Instr. 3, Amount	l (A) o l of (D 4 and (A) or)	5. Amount of Securities Beneficially Owned at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	Â	Â	Â	Â	Â	Â	1,000	D	Â
Common Stock	Â	Â	Â	Â	Â	Â	27,800	I <u>(1)</u>	Shares are owned by a trust to which Mr. Neugent is Trustee.

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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)		(Month/Day/Year) vative rities hired or osed 0) r. 3,		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
					(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
American Equity Capital Trust I 8% Conv TP	\$ 8.1	Â	Â	Â	Â	Â	09/30/2002	09/30/2029	Common Stock	14,814

Reporting Owners

Reporting Owner Name / Address	Relationships					
1	Director	10% Owner	Officer	Other		
Neugent Gerard D. 6000 WESTOWN PARKWAY WEST DES MOINES, IA 50266	ÂX	Â	Â	Â		
Signatures						

Debra J. Richardson, by Power of	02/14/2011
Attorney	
**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).
- (1) These shares are owned by a trust to which Mr. Neugent is a trustee.

Note: File three copies of this Form, one of which must be manually signed. If space provided 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.

(9-02)