#### RICHARDSON DEBRA J

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

Form 5

February 15, 2011

**OMB APPROVAL** FORM 5 **OMB** UNITED STATES SECURITIES AND EXCHANGE COMMISSION 3235-0362 Number: Washington, D.C. 20549 Check this box if January 31, Expires: no longer subject 2005 to Section 16. Estimated average ANNUAL STATEMENT OF CHANGES IN BENEFICIAL Form 4 or Form burden hours per 5 obligations OWNERSHIP OF SECURITIES response... 1.0 may continue. See Instruction Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, 1(b). Form 3 Holdings Section 17(a) of the Public Utility Holding Company Act of 1935 or Section Reported 30(h) of the Investment Company Act of 1940 Form 4 Transactions Reported 1. Name and Address of Reporting Person \* 2. Issuer Name and Ticker or Trading 5. Relationship of Reporting Person(s) to Issuer RICHARDSON DEBRA J Symbol AMERICAN EQUITY (Check all applicable) INVESTMENT LIFE HOLDING CO [AEL] \_X\_ Director 10% Owner \_X\_\_ Officer (give title Other (specify (First) (Middle) 3. Statement for Issuer's Fiscal Year Ended (Last) below) below) (Month/Day/Year) Executive VP & Secretary 12/31/2010 6000 WESTOWN PARKWAY (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Reporting Filed(Month/Day/Year) (check applicable line) WEST DES MOINES, Â IA Â 50266 \_X\_ Form Filed by One Reporting Person Form Filed by More than One Reporting (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of 2. Transaction Date 2A. Deemed 5. Amount of 6. Ownership 7. Nature of 4. Securities Security (Month/Day/Year) Execution Date, if Transaction Acquired (A) or Securities Form: Direct Indirect (Instr. 3) Code Disposed of (D) Beneficially (D) or Beneficial (Month/Day/Year) (Instr. 8) (Instr. 3, 4 and 5) Owned at end Indirect (I) Ownership of Issuer's (Instr. 4) (Instr. 4) (A) Fiscal Year or (Instr. 3 and 4) (D) Price Amount Common Â Â Â Â Â Â 104,818 D Stock Common Â Â Â Â Â Â  $I^{(1)}$ 2,944 By ESOP Stock

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**SEC 2270** 

(9-02)

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# $\label{thm:convertible} \begin{tabular}{ll} Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned \\ (e.g., puts, calls, warrants, options, convertible securities) \end{tabular}$

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)	
					(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options - Right to Buy	\$ 9.27	Â	Â	Â	Â	Â	06/11/2013	06/10/2020	Common Stock	27,750
Options - Right to Buy	\$ 10.24	Â	Â	Â	Â	Â	03/15/2013	03/14/2016	Common Stock	47,250
Options - Right to Buy	\$ 7	Â	Â	Â	Â	Â	05/08/2012	05/08/2019	Common Stock	40,000
Options - Right to Buy	\$ 10.85	Â	Â	Â	Â	Â	06/11/2011	06/11/2018	Common Stock	40,000
Options - Right to Buy	\$ 10.77	Â	Â	Â	Â	Â	06/30/2005	12/31/2014	Common Stock	20,000
Options - Right to Buy	\$ 11	Â	Â	Â	Â	Â	06/10/2004	06/10/2014	Common Stock	20,000
Options - Right to Buy	\$ 9	Â	Â	Â	Â	Â	12/04/2003	12/04/2013	Common Stock	20,000
American Equity Capital Trust I 8% Conv TP	\$ 8.1	Â	Â	Â	Â	Â	09/30/2002	09/30/2029	Common Stock	3,703

# **Reporting Owners**

**Reporting Owner Name / Address** 

Relationships

Reporting Owners 2

#### Edgar Filing: RICHARDSON DEBRA J - Form 5

Director 10% Owner Officer Other

RICHARDSON DEBRA J 6000 WESTOWN PARKWAY WEST DES MOINES, IAÂ 50266

Executive VP & Secretary Â

### **Signatures**

Debra J. 02/11/2011 Richardson

\*\*Signature of Date
Reporting Person

## **Explanation of Responses:**

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

ÂX

- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) 212 shares of the total ESOP Ownership reported represent an estimated number for the December 31, 2010 allocation.

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