## Edgar Filing: GERLACH JAMES M - Form 4

GERLACH JA Form 4 March 17, 2010									
								OMB A	PPROVAL
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549									3235-0287
Check this b if no longer								Expires:	January 31, 2005
subject to Section 16. Form 4 or	STATEN	F CHAI	NGES IN SECU	Estimated burden hou response	average Jrs per				
Form 5 obligations may continu <i>See</i> Instructi 1(b).	e. Section 17(	(a) of the l	Public U	Jtility Ho	lding Co		ange Act of 1934, t of 1935 or Section 1940	on	
(Print or Type Res	ponses)								
1. Name and Address of Reporting Person <u>*</u> GERLACH JAMES M			2. Issuer Name <b>and</b> Ticker or Trading Symbol			5. Relationship of Reporting Person(s) to Issuer			
			AMERICAN EQUITY INVESTMENT LIFE HOLDING CO [AEL]				(Check all applicable)		
(Last) 6000 WESTO	3. Date of Earliest Transaction (Month/Day/Year) 03/15/2010			X_ Officer (give title Other (specify below) below) Executive Vice President					
0000 112010		4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
WEST DES M	IOINES, IA 50	)266					Form filed by Person	More than One R	eporting
(City)	(State)	(Zip)	Tał	ole I - Non-	Derivative	Securities A	Acquired, Disposed	of, or Beneficia	lly Owned
	Transaction Date lonth/Day/Year)		Date, if		4. Securi onAcquired Disposed (Instr. 3,	(A) or of (D)	Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code V	Amount	(D) Price	(Instr. 3 and 4)		
Reminder: Report	on a separate line	e for each cl	ass of sec	urities ben	-	-	-		
					inforı requi	nation con red to resp ays a curre	spond to the colle ntained in this form bond unless the for ently valid OMB co	n are not rm	SEC 1474 (9-02)
	Tab					sposed of, or convertible	r Beneficially Owned securities)	I	

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed or (D) (Instr. 3, 4, and 5)	(Month/Day/Y f	ear)	r) (Instr. 3 and 4)	
				Code V	(A) (D	) Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options - Right to Buy	\$ 10.24	03/15/2010		A	47,250	03/15/2013	03/14/2016	Common Stock	47,250

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
GERLACH JAMES M 6000 WESTOWN PARKWAY WEST DES MOINES, IA 50266	Х		Executive Vice President				
Signatures							
Debra J. Richardson, by Power of Attorney	03/17/2010						
**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. 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.