

American Equity's
Gold standard
for a secure Retirement

Integrity Gold

(INDEX-5-07)*



*Form number varies by state.



Where Will Your Retirement Dollars Take You?

RETIREMENT PROTECTION

ASSURING YOUR LIFESTYLE...

As Americans, we work hard everyday to earn an income to take care of our families, educate our children and provide for a secure retirement. As retirement age approaches, we are wise to consider:

- Are Our Retirement Dollars Safe?
- How Will Taxes Affect Our Standard of Living?
- What Happens To My Family if I Become Ill?
- Do We Have Enough Money to Retire?

INDEXED ANNUITIES FOR YOUR RETIREMENT PORTFOLIO

Indexed annuities are fixed annuities that provide an opportunity to potentially earn more interest than traditional fixed annuities and other safe money alternatives. This is done by basing interest earned on an increase in an equity or bond index. You control how your annuity grows by choosing the index crediting methods on each Contract Anniversary. The most commonly used indices are:

- S&P 500®
- Dow Jones Industrial Averagesm
- 10-Year U.S. Treasury Bond

A very important benefit is that your premium and credited interest can never be lost due to index volatility.

When purchasing an indexed annuity, you own an annuity Contract backed by American Equity Investment Life Insurance Company, you are not purchasing shares of stock or indexes.

BENEFITS OF ANNUITIES

At American Equity, our innovative tax deferred annuities help you maximize both growth and safety for your hard earned retirement dollars, ultimately offering you the peace of mind you deserve. We understand that creating a retirement nest egg is hard work and while many people take into consideration market risk, there are five other factors you should consider as well:

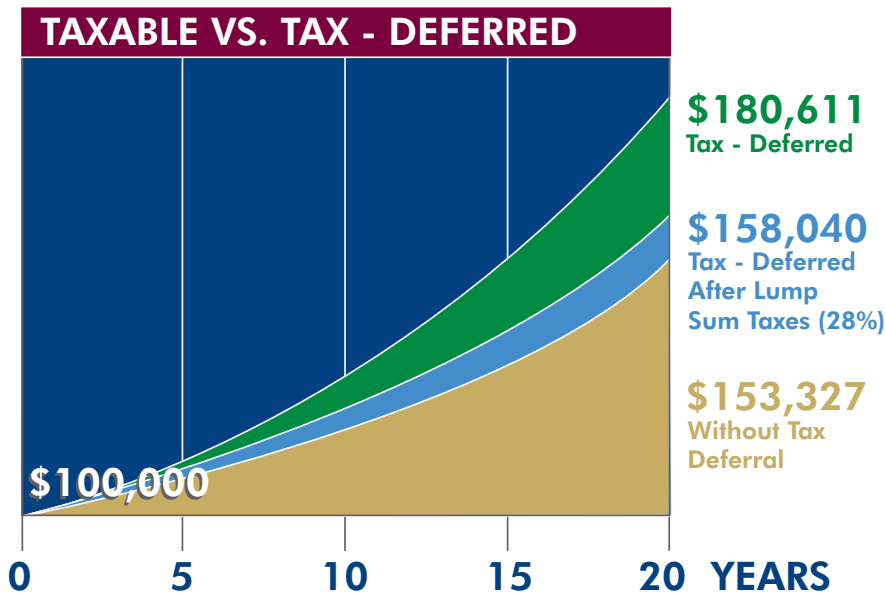
- Safety Of Premium
- Income Taxes
- Avoidance Of Probate
- Liquidity
- Guaranteed Income

SAFETY OF PREMIUM

Fixed annuities by their very nature are considered a safe money alternative. It is a contract between you and the insurance company for guaranteed interest and guaranteed income options. All Guarantees are based on the financial strength and claims paying ability of American Equity.

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Note: Example assumes 3% annual interest rate and 28% tax bracket.
This hypothetical example is for illustrative purposes only.

INCOME TAXES

One of the primary advantages of deferred annuities is the opportunity to accumulate a substantial sum of money by **allowing your premium and interest to grow tax-deferred. Unlike taxable investments, you pay no taxes on your annuity interest until you begin to take withdrawals or receive income.** This allows your money to grow faster than in a taxable account. With our annuities you earn interest on your premium, interest on your interest and interest on what you would normally pay in income taxes.

The chart above illustrates how much more your money grows over a 20-year period with a tax-deferred annuity compared to an account that is currently taxed.

AVOIDANCE OF PROBATE

In the case of premature death, your beneficiaries have the accumulated funds within your annuity available to them and may avoid the expense, delay and publicity of probate. Your named beneficiaries can choose to receive the proceeds as monthly income or a lump sum payment.

LIQUIDITY

American Equity provides you with opportunities to withdraw funds at any time (subject to applicable surrender charges). Our annuity contracts allow penalty-free withdrawals of up to 10%, after the first contract anniversary. American Equity also has available certain riders which increase liquidity in the event of confinement to a nursing home, or if diagnosed with a terminal illness. (Riders not available in all states.)

GUARANTEED INCOME

American Equity can provide you with a guaranteed income from this tax-deferred annuity. You have the ability to choose from several different income options, including payments for a specified number of years or income for life, no matter how long you live.

TAX TREATMENT

You may be subject to a 10% Federal penalty if you make withdrawals or surrender this annuity before age 59½. If this annuity is within a qualified plan all distributions may be taxable. Under current tax laws annuities grow tax deferred and an annuity is not required for tax deferral in a qualified plan. Any distribution may cause a taxable event. Neither American Equity nor our agents offer legal, investment or tax advice. Please consult a qualified advisor for these matters.

Is Protection from Losses Important to You?

The Integrity Gold: Choices & Diversification

	Annual Monthly Average	Annual Point to Point
Interest Credit Calculation	Average sum of index closes on monthly Contract Anniversary	Percentage of annual increase in the Index
Index Availability	S&P 500 [®] , DJIA SM	S&P 500 [®] , DJIA SM & 10-Year U.S. Treasury Bond
Frequency of Interest Credit	Annually	Annually
Cap, AFR or Participation Rate Available	Choice of Cap & AFR or Participation Rate* <small>*Provided by MA-PR Rider on S&P 500[®] only.</small>	Choice or Cap & AFR or Participation Rate* <small>*Provided by APT-PR Rider on S&P 500[®] only.</small>

TRUE DIVERSIFICATION

American Equity annuities offer 9 Interest Crediting Methods using 3 different Indexes for choices and flexibility. American Equity is one of only a few companies offering both bond and equity based interest-crediting methods.

INDEX CHOICES

■ **The S&P 500[®] Index** contains Stocks from 500 various industry leaders and is widely regarded as the premier benchmark for U.S. stock market performance.

■ **Dow Jones Industrial AverageSM** is the oldest continuing stock market index in the world. Many of the stocks represented in the DJIASM are leaders in their industries.

■ **10-Year U.S. Treasury Bond Value** is designed to mirror general market interest rates. Growth in this Value is determined by the annual change in the 10-Year U.S. Treasury Bond, plus a Coupon Rate each

Contract Year. The percentage change in the Treasury Bond is calculated and the Coupon Rate is added. The Cap is applied to this sum and the Asset Fee Rate is subtracted. The Index Credit for the year is determined by multiplying the result by the Treasury Bond Value on the last contract anniversary less withdrawals and applicable surrender charges.

Choice Of:

■ Cap Rate/Asset Fee Rate (AFR)

- **Cap Rate** - An upper limit applied to the Index credit. Cap rates are subject to change, declared each Contract anniversary, and guaranteed to never be less than 4% on the Annual Monthly Average and Annual Point to Point Crediting Methods. The Cap Rate on the Monthly Point to Point is guaranteed to never be less than 1%.* (and)

Monthly Point to Point*	Fixed Rate
Average sum of index closes on monthly Contract Anniversary	Fixed Interest Rate Declared
S&P 500®	Not Applicable
Annually	Daily
Cap & AFR	Not Applicable
*Provided by MPT Rider.	

- **Asset Fee Rate (AFR)** - A deduction used in calculation of Index Credit. AFR is set at issue, and guaranteed for life of contract.

-OR-

■ **Participation Rate (PR)** - The stated percentage of any Index increase credited to the contract. PRs are subject to change, declared annually, and guaranteed never less than 25%.*

INDEX CREDITING METHOD CHOICES

■ **Annual Monthly Average** - Index Credits are based on 12 dates during the year. The average is calculated by adding the 12 Index amounts on each monthly date and dividing by 12. Caps, Asset Fees, or Participation Rates are applied to the Index Credit Calculation.

■ **Annual Point to Point** - On each Contract anniversary the Index value is compared to the previous years Index value. The Index Credit is based on the increase in the Index value from point to

point. Caps, Asset Fees, or Participation Rates are applied to the Index Credit Calculation.

■ **Monthly Point to Point** - Each month a percentage of change is calculated. Caps are applied to any increase. The sum of the resulting monthly values, less an Asset Fee, is the Index Credit applied on each Contract Anniversary.

■ **Fixed Value Rate** based on a current declared interest rate guaranteed to never be less than the Fixed Value Minimum Guaranteed Interest Rate stated in the Contract.

■ **Transfer of Values** - American Equity annuities allow for annual transfers between different values allowing you greater flexibility in utilizing the interest crediting methods available. A Transfer of Values (TOV) letter and form are sent one month prior to the contract anniversary as a courtesy.





Integrity Gold Benefits and Accessibility

LIFETIME INCOME BENEFIT RIDER

This rider allows the owner/annuitant to receive guaranteed income for life without annuitization. The income amount is a percentage of the Income Account Value (IAV) based on the owner/annuitant's age at time of election.

There are two IAV rate options to choose from. There may be a fee charged annually based on the IAV rate selected. We include this rider with all contracts where the Owner and Annuitant are the same person. Availability may vary by issue age. If, on the day before Lifetime Income Benefit (LIB) payments begin, the IAV is less than the Contract Value we will increase the IAV to equal the Contract Value. See Lifetime Income Benefit Rider (LIBR) brochure (For LIBR-2010⁺ see (Form #1127) for more details.

DEATH BENEFIT

The Death Benefit is the full value of your annuity contract and is paid in a lump sum with no surrender charges to your named beneficiaries. Other income options may also be available.

ACCESSIBILITY – 10% PENALTY-FREE WITHDRAWALS

We understand that access to your money is very important. While most financial vehicles charge penalties for withdrawals before maturity, our annuities offer an annual 10% penalty-free withdrawal each year, beginning in year 2. In the first year, you may receive systematic withdrawals of interest or Required Minimum Distributions from the fixed interest account as quickly as 30 days after your contract is issued.*

NCR-100**

This rider is automatically included, at no cost for Annuitants under age 75 at issue. This allows you to take a 100% Penalty-free Withdrawal after the 3rd Contract Anniversary if confinement in a Qualified Nursing Care Center occurs after the end of the 3rd Contract Year and continuing for at least 90 consecutive

days. If confinement occurs in the 2nd or 3rd Contract Year then an annual 20% Penalty-free Withdrawal is allowed.

TIR-100**

This rider is automatically included, at no cost for Annuitants under age 75 at issue. This allows you to take an additional Penalty-free Withdrawal of up to 100% of the Contract Value if the diagnosis of a terminal illness by a qualified physician occurs after the first Contract Year, and is expected to result in death within one year.

MINIMUM GUARANTEED SURRENDER VALUE (MGSV)

MGSV is calculated separate from your Contract Value. It equals 87.5% of all premiums, less any withdrawals, at Minimum Guaranteed Interest Rate (MGIR), compounded annually.

CASH SURRENDER VALUE

Cash Surrender Value is equal to the greater of Contract Value minus any applicable Surrender Charges or MGSV.

NO MARKET VALUE ADJUSTMENTS (MVA)

Some companies pass along some of the investment risk to you via a MVA feature. This feature could decrease or increase your surrender value in the event you surrender your contract prematurely. The Integrity Gold does not have a MVA. American Equity retains 100% of the investment risk.

SURRENDER CHARGES

Surrender charges are deducted for withdrawals exceeding the penalty-free amounts or full surrender, and apply for the first 6 years, starting at 8% and decreasing. See disclosure for complete schedule.



Integrity Gold INDEX-5-07*

INDEXED ANNUITY DISCLOSURE

American Equity's Integrity Gold provides an alternative for your financial future. The design of this product allows for short-term accumulation of money needed for retirement income. Integrity Gold is a flexible premium fixed indexed deferred annuity. Integrity Gold is available for issue ages 0-80.

VALUE CALCULATIONS

Indexed Values are calculated by:

- Adding any premiums paid
- Subtracting any withdrawals, including associated surrender charges and
- Adding Index credits to determine an indexed value.

The total **Indexed Value** is the sum of the Indexed Value calculations for the Bond, Averaged, Point to Point, and Monthly Point to Point Values. **Fixed Value** is calculated in the same way except interest credited is based on a fixed interest rate rather than an Index Credit. The **Contract Value** equals the sum of the Fixed and Indexed Values. The Contract Value is calculated on each contract anniversary.

MINIMUM GUARANTEES

We set the Minimum Guaranteed Interest Rate on the issue date and guarantee it for the life of the annuity contract. It is guaranteed to never be less than 1%, and applies to Minimum Guaranteed Surrender Value only. The Fixed Value Minimum Guaranteed Interest Rate is 1%.

LIFETIME INCOME BENEFIT RIDER (LIBR-2010)*

This rider allows you to take a guaranteed lifetime income from your annuity without losing control of your retirement assets. This rider is available if the owner and annuitant are the same person. Availability may vary by issue age. See Lifetime Income Benefit Consumer Guide and Disclosure for details. (Form #1127)

ACCESSIBILITY

Our annuities offer Penalty-free Withdrawals up to **10%** of your contract value once annually after the first contract anniversary. Our special feature riders (NCR-100 and TIR-100)*, are for annuitants under age 75 at issue. See Annuity Riders brochure form #1001 for more details.

TAX TREATMENT

You may be subject to a 10% Federal penalty if you make withdrawals or surrender this annuity before age 59½. If this annuity is within a qualified plan all distributions may be taxable. Under current tax laws annuities grow tax deferred and an annuity is not required for tax deferral in a qualified plan. Any distribution may cause a taxable event. If your state imposes a premium tax, it will be deducted from the money you receive. Neither American Equity nor our agents offer legal, investment, or tax advice. Please consult a qualified advisor for these matters.

OTHER INFORMATION

- This annuity is designed generally for people who are willing and able to let their assets build over an extended period of time.
- This annuity does not participate directly in any stocks or equity investments. You aren't buying shares of stock or an index. Dividends paid on the stocks on which the indexes are based don't increase your annuity earnings.
- We may change your annuity contract from time to time to follow federal or state laws and regulations. If we do, we'll tell you about the changes in writing.
- Like any annuity issuer, American Equity incurs expenses to sell and issue its contracts, including the payment of a commission to its agents, and these expenses are taken into consideration when interest rates, caps and participation rates are established and reset. You will receive all benefits as set forth in the contract.
- Your state has a law that gives you a set number of days to look at an annuity after you buy it. If you decide during that time that you don't want it, you can return the annuity and get all your money back. Please review your contract after delivery to confirm the number of days you have.

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The S&P 500® Index does not include dividends.
The DJIAsm Index does not include dividends.

* Form numbers and availability vary by state.

** NCR-100, NCR-2 in CA, NCR-2-PA, TIR-100, TIR-1 in TX.
No riders available in MA.

Integrity Gold INDEX-5-07*

SURRENDER CHARGES

Surrender Charges are deducted from your Contract Values in the event of:

1. Full Surrender or
2. Withdrawals in the first year or
3. Withdrawals in excess of the Penalty-free Withdrawal amount during the surrender charge period shown below:

Issue Ages 0-80

Year	1	2	3	4	5	6	7+
%	8	7	6	4.5	3	1.5	0

Surrender Charges may vary by state.

The Minimum Guaranteed Surrender Value equals 87.5% of all premiums, minus any withdrawals, all accumulated at the Minimum Guaranteed Interest Rate.

The Cash Surrender Value equals the greater of the Contract Value minus any Surrender Charges or the Minimum Guaranteed Surrender Value. Your Cash Surrender Value can never be lower than the Minimum Guaranteed Surrender Value of the Annuity Contract.

CHOICES AND FLEXIBILITY

You choose how to allocate your total initial premium. You may make additional premium payments in any amount and frequency within the premium limits. Additional premiums are automatically credited to the Fixed Value. The annuity contract offers additional flexibility by allowing you to transfer money in or out of any value on each contract anniversary. Additional premiums credited to the Fixed Value can be transferred to other values at that time.

- The minimum initial premium is \$5,000.
- The minimum allocation for each value is \$1,000.
- The minimum transfer to select a new value is 10% of the Contract Value.

Nine interest crediting methods offer a variety of choices. For a detailed description of each crediting method refer to page 4 of guide.

- 1 Traditional Fixed Value Interest Rate
- 2 S&P 500 Annual Monthly Average w/Cap & AFR
- 3 S&P 500 Annual Monthly Average w/PR**
- 4 S&P 500 Annual Pt. to Pt. w/Cap & AFR
- 5 S&P 500 Annual Pt. to Pt. w/PR**
- 6 S&P Monthly Pt. to Pt. w/Cap & AFR**
- 7 Dow Annual Monthly Average w/Cap & AFR
- 8 Dow Annual Pt. to Pt. w/Cap & AFR
- 9 10-Year U.S. Treasury Bond w/Cap & AFR

TOTAL INITIAL PREMIUM ALLOCATION:

1	_____	%
2	_____	%
3	_____	%
4	_____	%
5	_____	%
6	_____	%
7	_____	%
8	_____	%
9	_____	%
		100%

You will have the benefit of an annual reset of index credits. Your index credits become part of the Contract Value once credited and can never be lost or taken away.

**Provided by the MA-PR, APT-PR & MPT riders. Available in most states.
PR=Participation Rate AFR=Asset Fee Rate

DEATH BENEFIT

The Death Benefit offers a variety of settlement options. Your beneficiary(ies) will have access to your contract's full value. Settlement options are a lump sum payout, the guaranteed income of annuitization, penalty-free and continued tax deferral if you are a spouse. The Death Benefit is the greater of the Contract Value or Minimum Guaranteed Surrender Value at the death of the Annuitant or Owner, whichever comes first.

This disclosure is intended to summarize this Annuity. Consult your Annuity Contract for specific terms and conditions of your Annuity. Annuity contracts are products of the insurance industry and are not guaranteed by any bank or insured by the FDIC.

If you are replacing an existing contract, carefully compare the benefits of the proposed contract with your existing contract to ensure your decision is in your best interest.

I have read and received a copy of this document and a copy of the NAIC Buyer's Guide to Indexed Annuities***. I understand I am applying for an indexed annuity and that past Interest and Index activity is not intended to predict future activity. I also acknowledge that this annuity meets my financial objectives and that a full Surrender or withdrawals over penalty free amount taken within the Surrender Charge Period will result in Surrender Charges being assessed and potential loss of Premium.

Owner's Signature _____

Date _____

Joint Owner's Signature _____

Date _____

Agents Statement - I certify that I have provided a copy of this document*** to the applicant and I have made no promises or assurances regarding values of the annuity contract, nor have I made statements that differ from this disclosure.

Agent's Signature _____

Date _____

Agent's State License Number _____

***NAIC Buyer's Guide is recommended for all applications and **delivery is required** at the time of application in AZ, CO, HI, and UT.

AMOUNT OF PREMIUM RECEIVED

\$ _____
Amount Received From

Owner's Name _____

Date _____

Agent's Name - Please Print _____

Agent's Signature _____

American Equity Investment
Life Insurance Company
P.O. Box 71216
Des Moines, Iowa 50325
www.american-equity.com
888-221-1234





Integrity Gold INDEX-5-07*

INDEXED ANNUITY DISCLOSURE

American Equity's Integrity Gold provides an alternative for your financial future. The design of this product allows for short-term accumulation of money needed for retirement income. Integrity Gold is a flexible premium fixed indexed deferred annuity. Integrity Gold is available for issue ages 0-80.

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- Adding any premiums paid
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MINIMUM GUARANTEES

We set the Minimum Guaranteed Interest Rate on the issue date and guarantee it for the life of the annuity contract. It is guaranteed to never be less than 1%, and applies to Minimum Guaranteed Surrender Value only. The Fixed Value Minimum Guaranteed Interest Rate is 1%.

LIFETIME INCOME BENEFIT RIDER (LIBR-2010)*

This rider allows you to take a guaranteed lifetime income from your annuity without losing control of your retirement assets. This rider is available if the owner and annuitant are the same person. Availability may vary by issue age. See Lifetime Income Benefit Consumer Guide and Disclosure for details. (Form #1127)

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Our annuities offer Penalty-free Withdrawals up to **10%** of your contract value once annually after the first contract anniversary. Our special feature riders (NCR-100 and TIR-100)*, are for annuitants under age 75 at issue. See Annuity Riders brochure form #1001 for more details.

TAX TREATMENT

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- This annuity is designed generally for people who are willing and able to let their assets build over an extended period of time.
- This annuity does not participate directly in any stocks or equity investments. You aren't buying shares of stock or an index. Dividends paid on the stocks on which the indexes are based don't increase your annuity earnings.
- We may change your annuity contract from time to time to follow federal or state laws and regulations. If we do, we'll tell you about the changes in writing.
- Like any annuity issuer, American Equity incurs expenses to sell and issue its contracts, including the payment of a commission to its agents, and these expenses are taken into consideration when interest rates, caps and participation rates are established and reset. You will receive all benefits as set forth in the contract.
- Your state has a law that gives you a set number of days to look at an annuity after you buy it. If you decide during that time that you don't want it, you can return the annuity and get all your money back. Please review your contract after delivery to confirm the number of days you have.

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Integrity Gold INDEX-5-07*

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Year	1	2	3	4	5	6	7+
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- 6 S&P Monthly Pt. to Pt. w/Cap & AFR**
- 7 Dow Annual Monthly Average w/Cap & AFR
- 8 Dow Annual Pt. to Pt. w/Cap & AFR
- 9 10-Year U.S. Treasury Bond w/Cap & AFR

TOTAL INITIAL PREMIUM ALLOCATION:

1	_____	%
2	_____	%
3	_____	%
4	_____	%
5	_____	%
6	_____	%
7	_____	%
8	_____	%
9	_____	%
		100%

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Owner's Signature _____

Date _____

Joint Owner's Signature _____

Date _____

Agents Statement - I certify that I have provided a copy of this document*** to the applicant and I have made no promises or assurances regarding values of the annuity contract, nor have I made statements that differ from this disclosure.

Agent's Signature _____

Date _____

Agent's State License Number _____

***NAIC Buyer's Guide is recommended for all applications and **delivery is required** at the time of application in AZ, CO, HI, and UT.

AMOUNT OF PREMIUM RECEIVED

\$ _____
Amount Received From

Owner's Name _____

Date _____

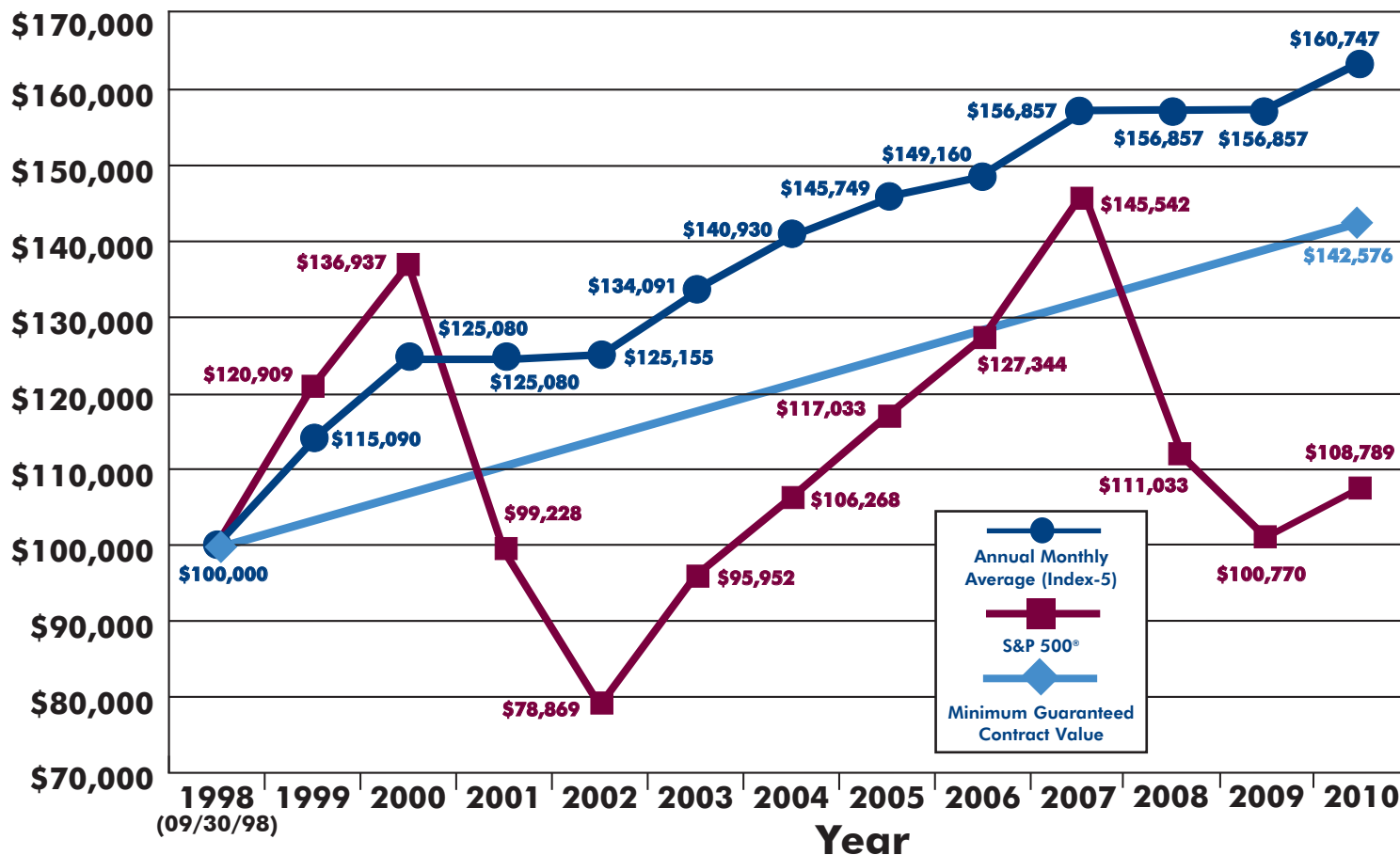
Agent's Name - Please Print _____

Agent's Signature _____

American Equity Investment
Life Insurance Company
P.O. Box 71216
Des Moines, Iowa 50325
www.american-equity.com
888-221-1234



Real Benefits of Indexed Annuities



*This graph is based on actual credited rates for the period shown on the Index-5 product, which is no longer available for sale.

Past performance not an indication of future results. Please call our Marketing Department for new product information. "Standard & Poor's", "S&P", "S&P 500", "Standard & Poor's 500", and "500" are trademarks of the McGraw-Hill Companies, Inc. and have been licensed for use by American Equity Investment Life Insurance Company. This product is not sponsored, endorsed, sold or promoted by Standard & Poor's, and Standard & Poor's makes no representation regarding the advisability of purchasing this product. S&P 500® index does not contain dividends. Participation Rates apply, may change annually on Contract Anniversary. Neither American Equity Investment Life Insurance Company nor any of our agents give legal, tax or investment advice. Consult your own personal advisor regarding these matters. Indexed Annuities are products of the insurance industry and are not guaranteed by any bank, or insured by the FDIC.

A HISTORY OF AMERICAN EQUITY'S INDEX-5* (9/30/98 - 9/30/10)

This history of American Equity's Index-5 Indexed Annuity demonstrates the powerful benefits of Indexed Annuities with the annual reset interest crediting design. All of our current products offer annual reset design as well. The Index-5 did exactly what it was supposed to do... give the Contract Owner the opportunity to accumulate value based on the appreciation of the S&P 500® Index, without the risk of loss of Premium in years when the S&P 500® was negative. All of this supported by a Minimum Guarantee.

This is not an illustration.

These results should not be an indication that Indexed Annuities will beat the S&P 500® every time. This simply demonstrates the effectiveness of Indexed Annuities in years when the S&P 500® was negative.

Surrender Charges apply to surrenders or withdrawals taken in excess of the free withdrawal provision during the Surrender Charge Period.

American Equity's Gold standard for a secure Retirement

Integrity Gold (INDEX-5-07)**



It is the American Equity dream to help Americans enjoy their retirement years with financial security. We care about providing products that protect you and your family. Our employee/owners are committed to ensuring peace of mind for your retirement future. Our commitment to unsurpassed service and strong contract owner benefits has allowed American Equity to experience consistent, record growth in our industry. In fact, we're the number 3 all-time producer of index annuities.+

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+ Source: AnnuitySpecs.com

D.J. Noble, Executive Chairman



1110-SB 11.08.10

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