

AMERICAN EQUITY INVESTMENT LIFE HOLDING CO  
Form 8-K  
November 09, 2004

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **November 8, 2004**

**AMERICAN EQUITY  
INVESTMENT LIFE HOLDING COMPANY**

(Exact name of registrant as specified in its charter)

**IOWA**

(State or other jurisdiction  
of incorporation)

**001-31911**

(Commission  
File Number)

**42-1447959**

(IRS Employer  
Identification No.)

**5000 Westown Parkway, Suite 440, West Des Moines, Iowa**

(Address of principal executive offices)

**50266**

(Zip Code)

Registrant's telephone number, including area code **(515) 221-0002**

**NOT APPLICABLE**

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

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- o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01 Regulation FD Disclosure.**

Attached and incorporated herein by reference as Exhibit 99.1 is a copy of the press release and financial supplement issued by American Equity Investment Life Holding Company (the Company) with respect to the third quarter ending September 30, 2004. The information in this report, including the Exhibit attached hereto, shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: November 8, 2004

**AMERICAN EQUITY  
INVESTMENT LIFE HOLDING COMPANY**

By: */s/ Wendy L. Carlson*  
Wendy L. Carlson  
Chief Financial Officer and  
General Counsel

**EXHIBIT INDEX**

| <b>Exhibit<br/>Number</b> | <b>Description</b>  |
|---------------------------|---|
| 99.1                      | Press Release and Financial supplement for the second quarter ending September 30, 2004 |