

AMERICAN EQUITY INVESTMENT LIFE HOLDING CO
 Form 4
 April 01, 2014

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 GERLACH JAMES M

(Last) (First) (Middle)

6000 WESTOWN PARKWAY

(Street)

WEST DES MOINES, IA 50266

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
 AMERICAN EQUITY INVESTMENT LIFE HOLDING CO [AEL]

3. Date of Earliest Transaction (Month/Day/Year)
 03/31/2014

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially 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. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	03/31/2014		M		15,000 A \$ 11	221,167	D
Common Stock	03/31/2014		M		17,500 A \$ 10.77	238,667	D
Common Stock	03/31/2014		S		8,045 D \$ 23.5	230,622	D
Common Stock	03/31/2014		S		792 D \$ 23.51	229,830	D
Common Stock	03/31/2014		S		500 D \$ 23.52	229,330	D

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Common Stock	03/31/2014	S	9,500	D	\$ 23.53	219,830	D
Common Stock	03/31/2014	S	1,818	D	\$ 23.54	218,012	D
Common Stock	03/31/2014	S	525	D	\$ 23.55	217,487	D
Common Stock	03/31/2014	S	300	D	\$ 23.555	217,187	D
Common Stock	03/31/2014	S	495	D	\$ 23.56	216,692	D
Common Stock	03/31/2014	S	105	D	\$ 23.57	216,587	D
Common Stock	03/31/2014	S	200	D	\$ 23.575	216,387	D
Common Stock	03/31/2014	S	600	D	\$ 23.58	215,787	D
Common Stock	03/31/2014	S	1,300	D	\$ 23.59	214,487	D
Common Stock	03/31/2014	S	638	D	\$ 23.6	213,849	D
Common Stock	03/31/2014	S	100	D	\$ 23.605	213,749	D
Common Stock	03/31/2014	S	3,324	D	\$ 23.61	210,425	D
Common Stock	03/31/2014	S	1,000	D	\$ 23.62	209,425	D
Common Stock	03/31/2014	S	300	D	\$ 23.63	209,125	D
Common Stock	03/31/2014	S	2,458	D	\$ 23.64	206,667	D
Common Stock	03/31/2014	S	500	D	\$ 23.645	206,167	D

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)

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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)			
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options - Right to Buy	\$ 11	03/31/2014		M	15,000	06/10/2004	06/10/2014	Common Stock	15,000	
Options - Right to Buy	\$ 10.77	03/31/2014		M	17,500	06/30/2005	12/31/2014	Common Stock	17,500	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GERLACH JAMES M 6000 WESTOWN PARKWAY WEST DES MOINES, IA 50266	X			

Signatures

Debra J. Richardson, by Power of Attorney

04/01/2014

____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.

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