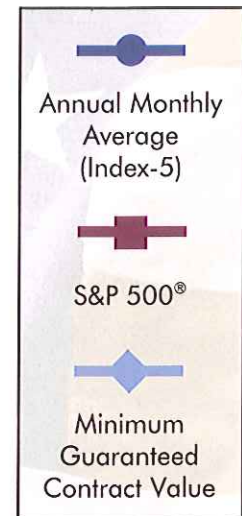
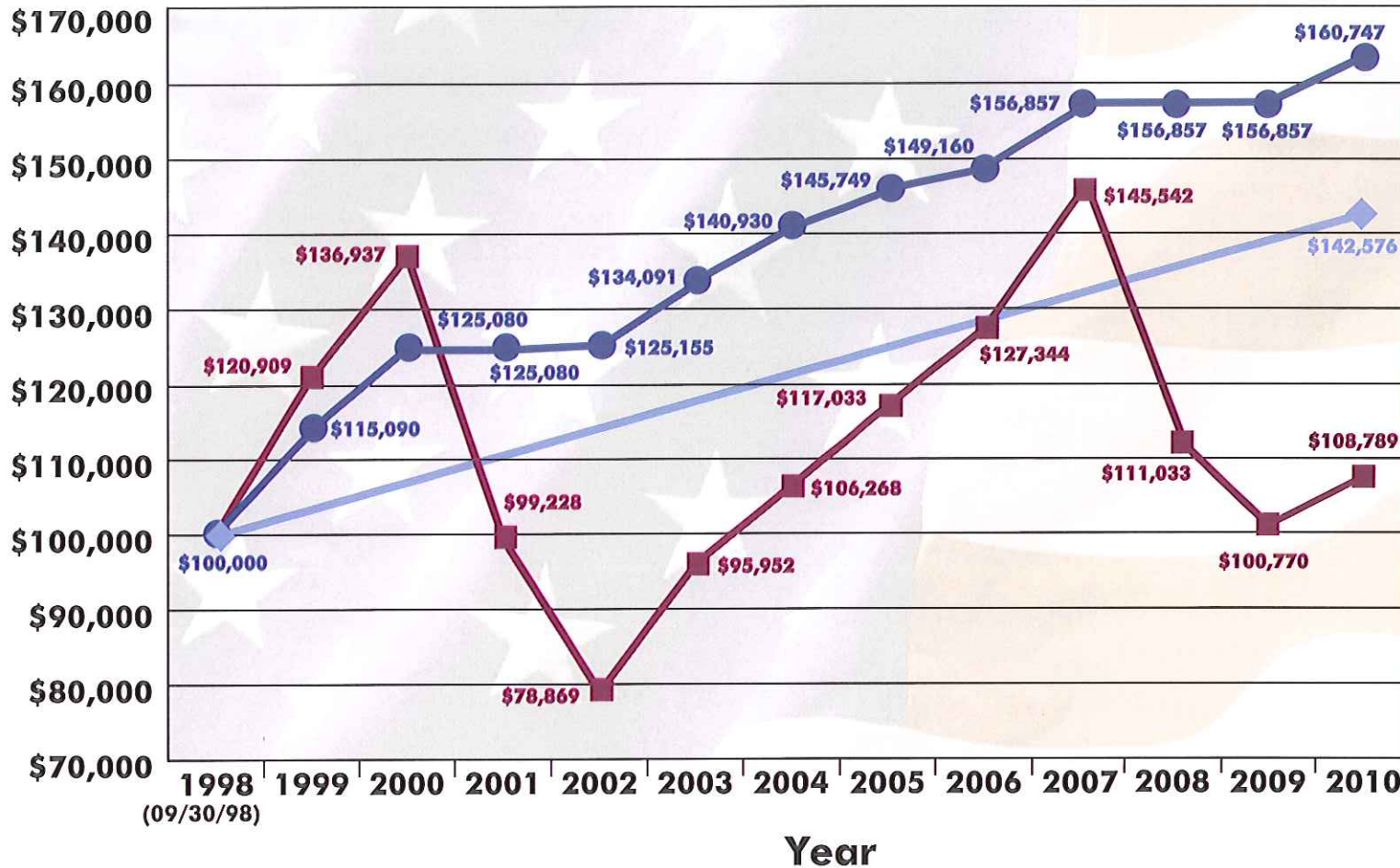


# The

# "REAL BENEFITS"

# of Indexed Annuities with the Annual Reset Design

A history of American Equity's Index-5\* (9/30/98 - 9/30/10)



\*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 is not an indication of future results. Please call your American Equity Agent for new product information. Check out product disclosure for specific information.



# The

# "REAL BENEFITS"



## of Indexed Annuities with the Annual Reset Design

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... gave 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. This is a depiction of an actual policyholder's INDEX-5 annuity.**

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

Don't forget the basic benefits of Indexed Annuities.

- **MINIMUM GUARANTEES**
- **TAX-DEFERRAL**
- **GUARANTEED LIFETIME INCOME**
- **PRESERVATION OF PREMIUM**
- **POSSIBLE PROBATE AVOIDANCE**

Surrender Charges apply to surrenders or withdrawals taken in excess of the free withdrawal provision during the Surrender Charge Period. 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. S&P 500® index does not contain dividends.

Claims paying ability based on the financial strength of American Equity Investment Life Insurance Company.

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