



## American Equity Launches New Fixed Index Annuity

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AssetShield 5, 7, 10 offers strong growth opportunities, new liquidity option

WEST DES MOINES, Iowa--(BUSINESS WIRE)--Oct. 11, 2018-- American Equity Investment Life Insurance Company<sup>®</sup>, a leading underwriter of index and fixed rate annuities, announced a new fixed index annuity product to its competitive product portfolio. The AssetShield offers multiple allocation strategies, strong growth opportunity potential and increased liquidity options for added access to and control of money when clients need it.

"Our new product is focused on accumulation while maintaining the core retirement need of asset protection. It has a 175 percent participation rate on the S&P 500<sup>®</sup> Dividend Aristocrats<sup>®</sup> with a two year point-to-point indexed strategy," said Kirby Wood, Chief Distribution Officer of American Equity. "This new product has the advantage of being uniquely suited for retirement saving growth potential."

The AssetShield, with 5, 7, and 10 year terms available, offers multiple index crediting allocations – all backed by S&P indices, plus added access features for increased asset control. It also features the standard benefits of a fixed index annuity, including principal protection from index volatility and tax-deferred growth potential.

"We are excited to add this product series to our already competitive product portfolio," said Ron Grensteiner, President of American Equity. "It's our mission to provide best-in-class customer service with safe retirement options."

### ABOUT AMERICAN EQUITY

American Equity Investment Life Insurance Company<sup>®</sup> is a full-service underwriter of fixed annuity products, with a primary emphasis on the sale of index annuities. Headquartered in West Des Moines, Iowa, American Equity Investment Life Insurance Company is committed to providing products with integrity, as well as superior service to the agents it partners with and their policyholders. For more information, please visit [www.american-equity.com](http://www.american-equity.com).

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