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# 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): **April 30, 2004**

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## AMERICAN EQUITY INVESTMENT LIFE HOLDING COMPANY

(Exact Name of Registrant as Specified in 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 50266**  
(Address of Principal Executive Offices) (Zip Code)

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

**NOT APPLICABLE**  
(Former Name or Former Address, if Changed Since Last Report)

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#### Item 5. Other Events.

On April 30, 2004, American Equity Investment Life Holding Company (the "Company") issued a press release announcing that the Company issued \$27 million of floating-rate trust preferred securities in a trust preferred pool transaction. A copy of the press release is attached hereto as Exhibit 99.1.

#### Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

(c) Exhibits:

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release issued by American Equity Investment Life Holding Company on April 30, 2004

#### 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: April 30, 2004

**AMERICAN EQUITY  
INVESTMENT LIFE HOLDING COMPANY**

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



**FOR IMMEDIATE RELEASE**  
**April 30, 2004**

**CONTACT:**

**Debra J. Richardson, Sr. Vice President**

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**John M. Matovina, Vice Chairman**

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**D. J. Noble, Chairman**

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**American Equity Investment Life Holding Company Completes  
\$27 Million Trust Preferred Pool Transaction**

WEST DES MOINES, Iowa (April 30, 2004) – American Equity Investment Life Holding Company (NYSE:AEL) announced today that it has issued \$27 million of floating-rate trust preferred securities in a trust preferred pool transaction.

The trust preferred securities are not registered under the Securities Act of 1933, as amended, and may not be offered or otherwise sold in the United States absent registration or an applicable exemption from such registration requirements. This announcement is not an offer to sell these securities, and it is not soliciting an offer to buy these securities in any state where the offer or sale is not permitted.

American Equity Investment Life Holding Company, through its wholly-owned operating subsidiaries, is a full service underwriter of a broad line of annuity and insurance products, with a primary emphasis on the sale of fixed rate and index annuities. The company's headquarters are located at 5000 Westown Parkway, Suite 440, West Des Moines, Iowa, 50266. The mailing address of the company is: P.O. Box 71216, Des Moines, Iowa, 50325.

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