
**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): **April 11, 2006**

**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)

(515) 221-0002

(Registrant's telephone number, including area code)

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))
 - ☐ 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 issued by the American Equity Investment Life Holding Company on April 11, 2006 announcing first quarter 2006 sales and schedules quarterly earnings release, conference call and webcast for the first quarter ended March 31, 2006.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

99.1 Press Release dated April 11, 2006

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 12, 2006

**AMERICAN EQUITY
INVESTMENT LIFE HOLDING COMPANY**

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

EXHIBIT INDEX

Exhibit Number	Description.
99.1	Press Release dated April 11, 2006



News Release

FOR IMMEDIATE RELEASE

April 11, 2006

For more information, contact:

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D. J. Noble, Chairman

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**American Equity Announces First Quarter 2006 Sales
and Schedules Quarterly Earnings Release, Conference Call and Webcast**

WEST DES MOINES, IOWA (April 11, 2006) American Equity Investment Life Holding Company (NYSE: AEL) today announced that its annuity sales in the first quarter of 2006 totaled \$564.7million. Monthly sales during the quarter were: January 2006 — \$176.8 million; February 2006 — \$162.9 million and March 2006 — \$225.0 million. Sales in the first quarter of 2005 were \$676.3 million. Recent sales trends in fixed-rate and index annuity markets have been impacted by the inverted yield curve. Higher short-term rates have generated increased demand for competing products such as bank certificates of deposit and other short term fixed income products. As a result, growth in the fixed-rate and index annuity industries was slower in the first quarter of 2006 compared to the same period in 2005. At December 31, 2005, AEL had total invested assets of approximately \$10.5 billion. The impact of slower sales growth in a given quarter does not have a significant impact on spread management over the entire base of assets and annuity liabilities.

AEL will announce its first quarter 2006 earnings after the close of market on Tuesday, May 2, 2006. The first quarter earnings release and financial supplement will be posted on the American Equity web site, (www.american-equity.com) at that time.

AEL will hold a conference call to discuss first quarter 2006 earnings on Wednesday, May 3, 2006 at 10:00 a.m. Central Time. The conference call will be webcast live on the Internet. Investors and interested parties who wish to listen to the call on the Internet may do so at www.american-equity.com.

The call may also be accessed by telephone at 1-866-825-3308, passcode 12417120, (international callers, please dial 1-617-213-8062). An audio replay will be available shortly after the call on AEL's web site. An audio replay will also be available via telephone through, May 17, 2006 by calling 1-888-286-8010, passcode 65930283 (international callers will need to dial 1-617-801-6888).

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, West Des Moines, Iowa, 50266. The mailing address of the company is: P.O. Box 71216, Des Moines, Iowa, 50325.

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