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**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): **July 9, 2007**

**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 July 9, 2007 announcing second quarter 2007 sales, and the schedule for the quarterly earnings release, conference call and webcast for the second quarter ended June 30, 2007.

**Item 9.01 Financial Statements and Exhibits**

(d) Exhibits

99.1 Press Release dated July 9, 2007

## 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: July 10, 2007

### 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 July 9, 2007



*For more information, contact:*  
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**FOR IMMEDIATE RELEASE**  
**July 9, 2007**

**American Equity Posts 20% Increase in Second Quarter 2007 Sales and  
 Schedules Quarterly Earnings Release,  
 Conference Call and Webcast**

**WEST DES MOINES, Iowa (July 9, 2007)**— American Equity Investment Life Holding Company (NYSE: AEL) today announced that its annuity sales in the second quarter of 2007 totaled \$622.5 million, a 20% increase over second quarter 2006 sales of \$517.7 million. The Company attributes the sales momentum to the reinstatement of its “A-” (Excellent) rating from A.M. Best Company as well as previously announced 2007 product initiatives and agent incentives. The Company believes it continues to offer agents and policyholders the best service in the industry, which has been a source of its competitive strength in the fixed-rate and index annuity market for many years.

Beginning in the third quarter of 2007, AEL will discontinue its practice of releasing quarterly sales results prior to the announcement of quarterly earnings. The Company believes that this will assist investors and other interested parties by having all relevant financial information available to evaluate the Company’s quarterly results.

AEL will announce its second quarter 2007 earnings after the close of market on Wednesday, August 1, 2007. The second quarter earnings release and financial supplement will be posted on the American Equity web site ([www.american-equity.com](http://www.american-equity.com)) at that time.

AEL will hold a conference call to discuss second quarter 2007 earnings on Thursday, August 2, 2007, at 10 a.m. CDT. 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](http://www.american-equity.com).

The call may also be accessed by telephone at 1-866-831-6234, passcode 15555774 (international callers, please dial 1-617-213-8854). 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, August 16, 2007, by calling 1-888-286-8010, passcode 32016681 (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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