

**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): **January 16, 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))

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 January 16, 2007 announcing fourth quarter 2006 sales, and scheduling quarterly earnings release, conference call and webcast for the fourth quarter ended December 31, 2006.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

99.1 Press Release dated January 16, 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.

AMERICAN EQUITY
INVESTMENT LIFE HOLDING COMPANY

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

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release dated January 16, 2007

NEWS RELEASE

*For more information, contact:***Debra J. Richardson, Sr. Vice President**

(515) 273-3551, drichardson@american-equity.com

John M. Matovina, Vice Chairman

(515) 457-1813, jmatovina@american-equity.com

D. J. Noble, Chairman

(515) 457-1705, dnoble@american-equity.com

Julie L. LaFollette, Investor Relations

(515) 273-3602, jlafollette@american-equity.com

FOR IMMEDIATE RELEASE**January 16, 2007****American Equity Announces Fourth Quarter 2006 Sales and Schedules Quarterly Earnings Release, Conference Call and Webcast**

WEST DES MOINES, Iowa (January 16, 2007) — American Equity Investment Life Holding Company (NYSE: AEL) today announced that its annuity sales in the fourth quarter of 2006 totaled \$421.7 million, bringing aggregate sales for 2006 to \$1.87 billion. Monthly sales during the quarter were: October 2006 — \$153.0 million; November 2006 — \$131.5 million and December 2006 — \$137.2 million. Fourth quarter 2006 sales showed a 15% increase over third quarter 2006 sales of \$365.9 million.

Sales trends throughout 2006 were sharply impacted by high short term rates offered on competing products, the inverted yield curve and regulatory confusion created by the NASD's efforts to regulate insurance products. Despite these obstacles, AEL has continued to grow its base of invested assets during 2006, resulting in record operating earnings in each of the first three quarters. AEL does not expect slower sales to have a significant impact on fourth quarter net income or operating earnings.

In December 2006, the Company announced its 2007 incentive program for its agents and national marketing organizations, including a stock option program unique to the industry. In addition, AEL will introduce a new product portfolio in February 2007. The Company will comment on the anticipated impact of these initiatives and its outlook for 2007 sales in the conference call referenced below.

AEL will announce its fourth quarter 2006 earnings after the close of market on Wednesday, February 21, 2007. The fourth 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 fourth quarter 2006 earnings on Thursday, February 22, 2007, at 10 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 1-800-638-4817, passcode 63515659 (international callers, please dial 1-617-614-3943). 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, March 8, 2007, by calling 1-888-286-8010, passcode 71708116 (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.

###