

American Equity's
Gold standard

for a secure Retirement

Bonus Gold

(INDEX-1-05)*



*For use in Delaware only.



Where Will Your Retirement Dollars Take You?

RETIREMENT PROTECTION ASSURING YOUR LIFESTYLE...

As Americans, we work hard everyday to earn an income to take care of our families, educate our children and provide for a secure retirement. As retirement age approaches, we are wise to consider:

- Are Our Retirement Dollars Safe?
- How Will Taxes Affect Our Standard of Living?
- What Happens To My Family if I Become Ill?
- Do We Have Enough Money to Retire?

INDEXED ANNUITIES **FOR YOUR RETIREMENT** **PORTFOLIO**

Indexed annuities are fixed annuities that provide an opportunity to potentially earn more interest than traditional fixed annuities and other safe money alternatives. This is done by basing interest earned on an increase in an equity or bond index. You control how your annuity grows by choosing the index crediting methods on each Contract Anniversary. The most commonly used indices are:

- S&P 500®
- Dow Jones Industrial Averagesm
- 10-Year U.S. Treasury Bond

A very important benefit is that your premium and credited interest can never be lost due to index volatility.

When purchasing an indexed annuity, you own an annuity contract backed by American Equity Investment Life Insurance Company, you are not purchasing shares of stock or indexes.

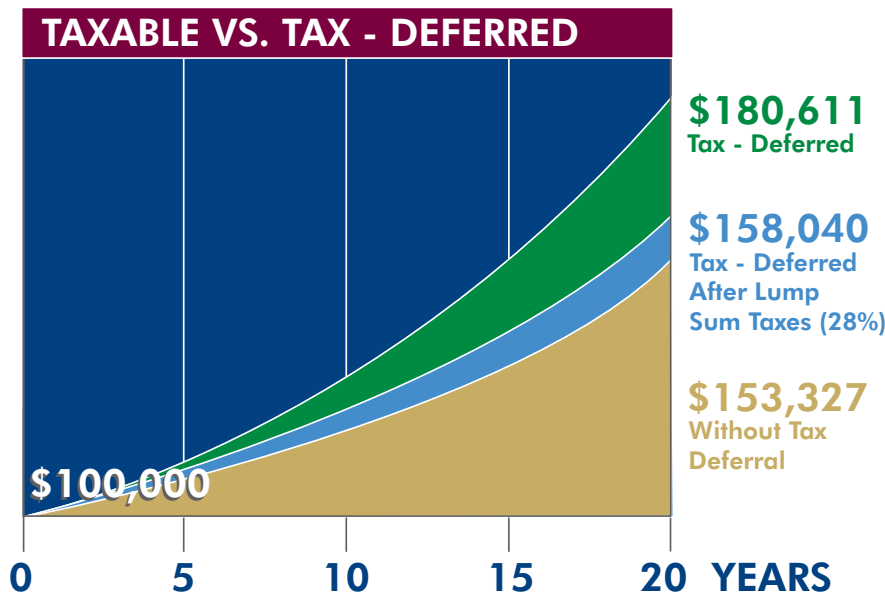
BENEFITS OF ANNUITIES

At American Equity, our innovative tax deferred annuities help you maximize both growth and safety for your hard earned retirement dollars, ultimately offering you the peace of mind you deserve. We understand that creating a retirement nest egg is hard work and while many people take into consideration market risk, there are five other factors you should consider as well:

- Safety Of Premium
- Income Taxes
- Avoidance Of Probate
- Liquidity
- Guaranteed Income

SAFETY OF PREMIUM

Fixed annuities by their very nature are considered a safe money alternative. It is a contract between you and the insurance company for guaranteed interest and guaranteed income options. Guarantees are backed by the financial strength and claims paying ability of American Equity.



Note: Example assumes 3% annual interest rate and 28% tax bracket.

This hypothetical example is for illustrative purposes only.

INCOME TAXES

One of the primary advantages of deferred annuities is the opportunity to accumulate a substantial sum of money by **allowing your premium and interest to grow tax-deferred. Unlike taxable investments, you pay no taxes on your annuity interest until you begin to take withdrawals or receive income.** This allows your money to grow faster than in a taxable account. With our annuities you earn interest on your premium, interest on your interest and interest on what you would normally pay in income taxes.

The chart above illustrates how much more your money grows over a 20-year period with a tax-deferred annuity compared to an account that is currently taxed.

AVOIDANCE OF PROBATE

In the case of premature death, your beneficiaries have the accumulated funds within your annuity available to them and may avoid the expense, delay and publicity of probate. Your named beneficiaries can choose to receive the proceeds as monthly income or a lump sum payment.

LIQUIDITY

American Equity provides you with opportunities to withdraw funds at any time (subject to applicable surrender charges). Our annuity contracts allow penalty-free withdrawals of up to 10%, after the first Contract Anniversary. American Equity also has available certain riders which increase liquidity in the event of confinement to a nursing home, or if diagnosed with a terminal illness. (Riders not available in all states.)

GUARANTEED INCOME

American Equity can provide you with a guaranteed income from this tax-deferred annuity. You have the ability to choose from several different income options, including payments for a specified number of years or income for life, no matter how long you live.

TAX TREATMENT

You may be subject to a 10% federal penalty if you make withdrawals or surrender this annuity before age 59½. If this annuity is within a qualified plan all distributions may be taxable. Under current tax laws annuities grow tax deferred and an annuity is not required for tax deferral in a qualified plan. Any distribution may cause a taxable event. Neither American Equity nor our agents offer legal, investment or tax advice. Please consult your own personal advisor for these matters.

The Bonus Gold: Choices & Diversification

	Annual Monthly Average	Annual Point to Point
Interest Credit Calculation	Average sum of index closes on monthly Contract Anniversary	Percentage of annual increase in the Index
Index Availability	S&P 500®, DJIA sm	S&P 500®, DJIA sm , & 10-Year U.S. Treasury Bond
Frequency of Interest Credit	Annually	Annually
Cap, AFR or Participation Rate Available	Choice of Cap & AFR or Participation Rate* <small>*Provided by MA-PR Rider on S&P 500® only.</small>	Choice of Cap & AFR or Participation Rate* <small>*Provided by APT-PR Rider on S&P 500® only.</small>

TRUE DIVERSIFICATION

This annuity offers nine Interest Crediting Methods using three different Indexes for choices and flexibility. American Equity is one of only a few companies offering both bond and equity based interest-crediting methods.

INDEX CHOICES

■ **The S&P 500® Index** contains Stocks from 500 various industry leaders and is widely regarded as the premier benchmark for U.S. stock market performance.

■ **Dow Jones Industrial Averagesm** is the oldest continuing stock market index in the world. Many of the stocks represented in the DJIAsm are leaders in their industries.

■ **10-Year U.S. Treasury Bond Value** is designed to mirror general market interest rates. Growth in this Value is determined

by the annual change in the 10-Year U.S. Treasury Bond, plus a Coupon Rate each Contract Year. The percentage change in the Treasury Bond is calculated and the Coupon Rate is added. The Cap is applied to this sum and the Asset Fee Rate is subtracted. The Index Credit for the year is determined by multiplying the result by the Treasury Bond Value on the last Contract Anniversary, less withdrawals and applicable surrender charges.

Choice Of:

■ Cap Rate/Asset Fee Rate (AFR)

- **Cap Rate** - An upper limit applied to the Index credit. Cap rates are subject to change, declared each Contract Anniversary, and guaranteed to never be less than 1% on the Annual Monthly Average, Annual Point to Point and Monthly Point to Point Crediting Methods. (and)

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The DJIAsm Index does not include dividends.

Monthly Point to Point*	Fixed Rate
Annual sum of monthly changes in the Index with cap less an asset fee	Fixed Interest Rate Declared
S&P 500®	Not Applicable
Annually	Daily
Cap & AFR	Not Applicable
*Provided by MPT Rider.	

- **Asset Fee Rate (AFR)** - A deduction used in calculation of Index Credit. AFR is set at issue, and guaranteed for life of annuity contract.

-OR-

■ **Participation Rate (PR)** - The stated percentage of any Index increase credited to the annuity contract. PRs are subject to change, declared annually, and guaranteed to never be less than 10%.

INDEX CREDITING METHOD CHOICES

American Equity annuities allow for annual transfers between different values allowing you greater flexibility in utilizing the interest crediting methods available. A Transfer of Values (TOV) letter and form are sent one month prior to the Contract Anniversary as a courtesy.

■ **Annual Monthly Average** - Index Credits are based on 12 dates during the year. The average is calculated by adding the 12 Index amounts on each monthly

date and dividing by 12. Caps, Asset Fees, or Participation Rates are applied to the Index Credit Calculation.

■ **Annual Point to Point** - On each Contract Anniversary the Index value is compared to the previous years Index value. The Index Credit is based on the increase in the Index value from point to point. Caps, Asset Fees, or Participation Rates are applied to the Index Credit Calculation.

■ **Monthly Point to Point** - Each month a percentage of change is calculated. Caps are applied to any increase. The sum of the resulting monthly values, less an asset fee, is the Index Credit applied on each Contract Anniversary.

■ **Fixed Value Rate** based on a current declared interest rate guaranteed to never be less than the Fixed Value Minimum Guaranteed Interest Rate stated in the annuity contract.





Bonus Gold Benefits and Accessibility

10% PREMIUM BONUS

We guarantee a 10% Premium Bonus for issue ages 0-80. This Premium Bonus allows you to jump start your way to a secure retirement. Credited on all first year premiums, the bonus increases your Contract Value by 10% as soon as the annuity contract is issued. There are no waiting periods, vesting schedules or payout requirements to keep the bonus—it's your money—guaranteed.

ACCESSIBILITY – 10% PENALTY-FREE WITHDRAWALS

We understand that access to your money is very important. While most financial vehicles charge penalties for withdrawals before maturity, our annuities offer annual 10% penalty-free withdrawals, beginning in year 2. In the first year, you may receive systematic withdrawals of interest or Required Minimum Distributions from the fixed interest account as quickly as 30 days after your contract is issued.*

NCR-100

This rider is automatically included, at no cost, for annuitants under age 75 at issue. This allows you to take a 100% penalty-free withdrawal after the 3rd Contract Anniversary if confinement in a Qualified Nursing Care Center occurs after the end of the 3rd Contract Year and continuing for at least 90 consecutive days. If confinement occurs in the 2nd or 3rd Contract Year then a 20% penalty-free withdrawal is allowed.

TIR-100

This rider is automatically included, at no cost, for annuitants under age 75 at issue. This allows you to take an additional penalty-free withdrawal of up to 100% of the Contract Value if the diagnosis of a terminal illness by a qualified physician occurs after the first Contract Year, and is expected to result in death within one year.

MINIMUM GUARANTEED SURRENDER VALUE (MGSV)

MGSV is calculated separate from your Contract Value. It equals 80% of all 1st year premiums, plus 87.5% of any additional premiums, and Premium Bonus, less any withdrawals, at Minimum Guaranteed Interest Rate (MGIR), compounded annually.

CASH SURRENDER VALUE

Cash Surrender Value is equal to the greater of Contract Value minus any applicable surrender charges or MGSV.

SURRENDER CHARGES

Surrender charges are deducted for withdrawals exceeding the penalty-free amounts or full surrender, and apply for the first 17 years, starting at 20% and decreasing. See disclosure for complete schedule.

DEATH BENEFIT

The Death Benefit is the full value of your annuity contract and is paid in a lump sum with no surrender charges to your named beneficiaries. Other income options may also be available.



Bonus Gold

INDEX-1-05

INDEXED ANNUITY DISCLOSURE

American Equity's Bonus Gold provides an alternative for your financial future. The design of this product allows for long-term accumulation of money you don't anticipate needing in the short term. Bonus Gold is a flexible premium fixed indexed deferred annuity. Bonus Gold offers:

10% PREMIUM BONUS

Credited on all 1st year Premiums, the bonus increases your Contract Value by 10% as soon as the Annuity Contract is issued. We don't require annuitization to keep credited bonus in your Contract Value. The bonus is included in the calculation of:

- Death Benefit
- Minimum Guaranteed Surrender Value
- Cash Surrender Value

Surrender Charges may be higher in contracts with a premium bonus than in contracts without a premium bonus and may exceed premium bonus. Caps and Participation Rates may also be lower in contracts with a premium bonus.

VALUE CALCULATIONS

Indexed Values are calculated by:

- Adding any premiums paid plus any credited bonus
- Subtracting any withdrawals, including associated surrender charges and
- Adding Index credits to determine an indexed value.

The total **Indexed Value** is the sum of the Indexed Value calculations for the Bond, Averaged, Point to Point, and Monthly Point to Point Values. **Fixed Value** is calculated based on a fixed interest rate rather than an Index Credit. **Fixed Value Guaranteed Initial Interest Rate is applicable to initial premium only. Additional premiums may be subject to different rates.** The **Contract Value** equals the sum of the fixed and Indexed Values. The Contract Value is calculated on each contract anniversary.

MINIMUM GUARANTEES

We set the Minimum Guaranteed Interest Rate on the issue date and guarantee it for the life of the annuity contract.

ACCESSIBILITY

Our annuities offer Penalty-free Withdrawal up to **10%** of your contract value once annually after the first contract anniversary. Our special feature riders are for annuitants under age 75. See Annuity Riders brochure #1001 for more details.

TAX TREATMENT

You may be subject to a 10% federal penalty if you make withdrawals or surrender this annuity before age 59½. If this annuity is within a qualified plan all distributions may be taxable. Under current tax laws annuities grow tax deferred and an annuity is not required for tax deferral in a qualified plan. Any distribution may cause a taxable event. If your state imposes a premium tax, it will be deducted from the money you receive. Neither American Equity nor our agents offer legal, investment, or tax advice. Please consult your own personal advisor for these matters.

OTHER INFORMATION

- This annuity is generally designed for people who are willing to let their assets build over an extended period of time.
- This annuity does not participate directly in any stocks or equity investments. You aren't buying shares of stock or an index. Dividends paid on the stocks on which the indexes are based don't increase your annuity earnings.
- We may change your annuity contract from time to time to follow federal or state laws and regulations. If we do, we'll tell you about the changes in writing.
- Like any annuity issuer, American Equity incurs expenses to sell and issue its contracts, including the payment of a commission to its agents, and these expenses are taken into consideration when interest rates, caps and participation rates are established and reset. You will receive all benefits as set forth in the contract.
- Delaware has a law that gives you a set number of days to look at an annuity after you buy it. If you decide during that time that you don't want it, you can return the annuity and get all your money back. Please review your contract after delivery to confirm the number of days you have.

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The S&P 500[®] Index does not include dividends.
The DJIAsm Index does not include dividends.

SURRENDER CHARGES

Surrender Charges are deducted from your Contract Values in the event of:

1. Full Surrender or
2. Withdrawals in the first year or
3. Withdrawals in excess of the Penalty-free Withdrawal amount during the surrender charge period shown below:

Issue Ages 0-80

Year	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18+
%	20	19.5	19	18.5	18	17.5	17	16.5	15.5	14	12.5	11	9	7	5	3	2	0

The Minimum Guaranteed Surrender Value equals 80% of premiums paid in the first year including the Premium Bonus, plus 87.5% of any additional premiums paid after the 1st year, minus any withdrawals, all accumulated at the Minimum Guaranteed Interest Rate.

The Cash Surrender Value equals the greater of the Contract Value minus any Surrender Charges or the Minimum Guaranteed Surrender Value. Your Cash Surrender Value can never be lower than the Minimum Guaranteed Surrender Value of the annuity contract.

CHOICES AND FLEXIBILITY

You choose how to allocate your total initial premium. You may make additional premium payments in any amount and frequency within the premium limits. Additional premiums are automatically credited to the Fixed Value and may be subject to different interest rates. The annuity contract offers additional flexibility by allowing you to transfer money in or out of any value on each contract anniversary. Additional premiums credited to the Fixed Value can be transferred to other values at that time.

- The minimum initial premium is \$5,000.
- The minimum allocation for each value is \$1,000.
- The minimum transfer to select a new value is 10% of the Contract Value.

Nine interest crediting methods offer a variety of choices. For a detailed description of each crediting method refer to page 4 of guide.

- 1 Traditional Fixed Value Interest Rate
- 2 S&P 500 Annual Monthly Average w/Cap & AFR
- 3 S&P 500 Annual Monthly Average w/PR**
- 4 S&P 500 Annual Pt. to Pt. w/ Cap & AFR
- 5 S&P 500 Annual Pt. to Pt. w/PR**
- 6 S&P Monthly Pt. to Pt. w/ Cap & AFR**
- 7 Dow Annual Monthly Average w/Cap & AFR
- 8 Dow Annual Pt. to Pt. w/Cap & AFR
- 9 10-Year U.S. Treasury Bond

TOTAL INITIAL PREMIUM ALLOCATION:	
1	_____ %
2	_____ %
3	_____ %
4	_____ %
5	_____ %
6	_____ %
7	_____ %
8	_____ %
9	_____ %
	100%

You will have the benefit of an annual reset of index credits. Your index credits become part of the Contract Value once credited and can never be lost or taken away.

**Provided by the MA-PR, APT-PR & MPT riders. Available in most states.

PR=Participation Rate, AFR=Asset Fee Rate

DEATH BENEFIT

The Death Benefit offers a variety of options. Your beneficiary(ies) will have access to your contract's full value. Death Benefit options are a lump sum payout, the guaranteed income of annuitization, penalty-free and continued tax deferral if you are a spouse. The Death Benefit is the greater of the Contract Value or Minimum Guaranteed Surrender Value at the death of the Annuitant or Owner, whichever comes first.

This disclosure is intended to summarize this annuity. Consult your annuity contract for specific terms and conditions of your annuity. Annuity contracts are products of the insurance industry and are not guaranteed by any bank or insured by the FDIC.

If you are replacing an existing contract, carefully compare the benefits of the proposed contract with your existing contract to ensure your decision is in your best interest.

I have read and received a copy of this document and a copy of the NAIC Buyer's Guide to Indexed Annuities.*** I understand I am applying for an indexed annuity and that past Interest and Index activity is not intended to predict future activity. I also acknowledge that this annuity meets my financial objectives and that a full surrender or withdrawals over penalty free amount taken within the surrender charge period will result in Surrender Charges being assessed and potential loss of premium.

 Owner's Signature Date

 Joint Owner's Signature Date

Agents Statement - I certify that I have provided a copy of this document*** to the applicant and I have made no promises or assurances regarding values of the annuity contract, nor have I made statements that differ from this disclosure.

 Agent's Signature Date

 Agent's State License Number

***NAIC Buyer's Guide is recommended for all applications.

AMOUNT OF PREMIUM RECEIVED

\$ _____
 Amount Received From

 Owner's Name

 Date

 Agent's Name - Please Print

 Agent's Signature

American Equity Investment
 Life Insurance Company
 P.O. Box 71216
 Des Moines, Iowa 50325
 www.american-equity.com
 888-221-1234





Bonus Gold

INDEX-1-05

INDEXED ANNUITY DISCLOSURE

American Equity's Bonus Gold provides an alternative for your financial future. The design of this product allows for long-term accumulation of money you don't anticipate needing in the short term. Bonus Gold is a flexible premium fixed indexed deferred annuity. Bonus Gold offers:

10% PREMIUM BONUS

Credited on all 1st year Premiums, the bonus increases your Contract Value by 10% as soon as the Annuity Contract is issued. We don't require annuitization to keep credited bonus in your Contract Value. The bonus is included in the calculation of:

- Death Benefit
- Minimum Guaranteed Surrender Value
- Cash Surrender Value

Surrender Charges may be higher in contracts with a premium bonus than in contracts without a premium bonus and may exceed premium bonus. Caps and Participation Rates may also be lower in contracts with a premium bonus.

VALUE CALCULATIONS

Indexed Values are calculated by:

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MINIMUM GUARANTEES

We set the Minimum Guaranteed Interest Rate on the issue date and guarantee it for the life of the annuity contract.

ACCESSIBILITY

Our annuities offer Penalty-free Withdrawal up to **10%** of your contract value once annually after the first contract anniversary. Our special feature riders are for annuitants under age 75. See Annuity Riders brochure #1001 for more details.

TAX TREATMENT

You may be subject to a 10% federal penalty if you make withdrawals or surrender this annuity before age 59½. If this annuity is within a qualified plan all distributions may be taxable. Under current tax laws annuities grow tax deferred and an annuity is not required for tax deferral in a qualified plan. Any distribution may cause a taxable event. If your state imposes a premium tax, it will be deducted from the money you receive. Neither American Equity nor our agents offer legal, investment, or tax advice. Please consult your own personal advisor for these matters.

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- This annuity does not participate directly in any stocks or equity investments. You aren't buying shares of stock or an index. Dividends paid on the stocks on which the indexes are based don't increase your annuity earnings.
- We may change your annuity contract from time to time to follow federal or state laws and regulations. If we do, we'll tell you about the changes in writing.
- Like any annuity issuer, American Equity incurs expenses to sell and issue its contracts, including the payment of a commission to its agents, and these expenses are taken into consideration when interest rates, caps and participation rates are established and reset. You will receive all benefits as set forth in the contract.
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- 8 Dow Annual Pt. to Pt. w/Cap & AFR
- 9 10-Year U.S. Treasury Bond

TOTAL INITIAL PREMIUM ALLOCATION:

1	_____	%
2	_____	%
3	_____	%
4	_____	%
5	_____	%
6	_____	%
7	_____	%
8	_____	%
9	_____	%
		100%

You will have the benefit of an annual reset of index credits. Your index credits become part of the Contract Value once credited and can never be lost or taken away.

**Provided by the MA-PR, APT-PR & MPT riders. Available in most states.

PR=Participation Rate, AFR=Asset Fee Rate

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I have read and received a copy of this document and a copy of the NAIC Buyer's Guide to Indexed Annuities.*** I understand I am applying for an indexed annuity and that past Interest and Index activity is not intended to predict future activity. I also acknowledge that this annuity meets my financial objectives and that a full surrender or withdrawals over penalty free amount taken within the surrender charge period will result in Surrender Charges being assessed and potential loss of premium.

Owner's Signature Date

Joint Owner's Signature Date

Agents Statement - I certify that I have provided a copy of this document*** to the applicant and I have made no promises or assurances regarding values of the annuity contract, nor have I made statements that differ from this disclosure.

Agent's Signature Date

Agent's State License Number

***NAIC Buyer's Guide is recommended for all applications.

AMOUNT OF PREMIUM RECEIVED

\$ _____
Amount Received From

Owner's Name

Date

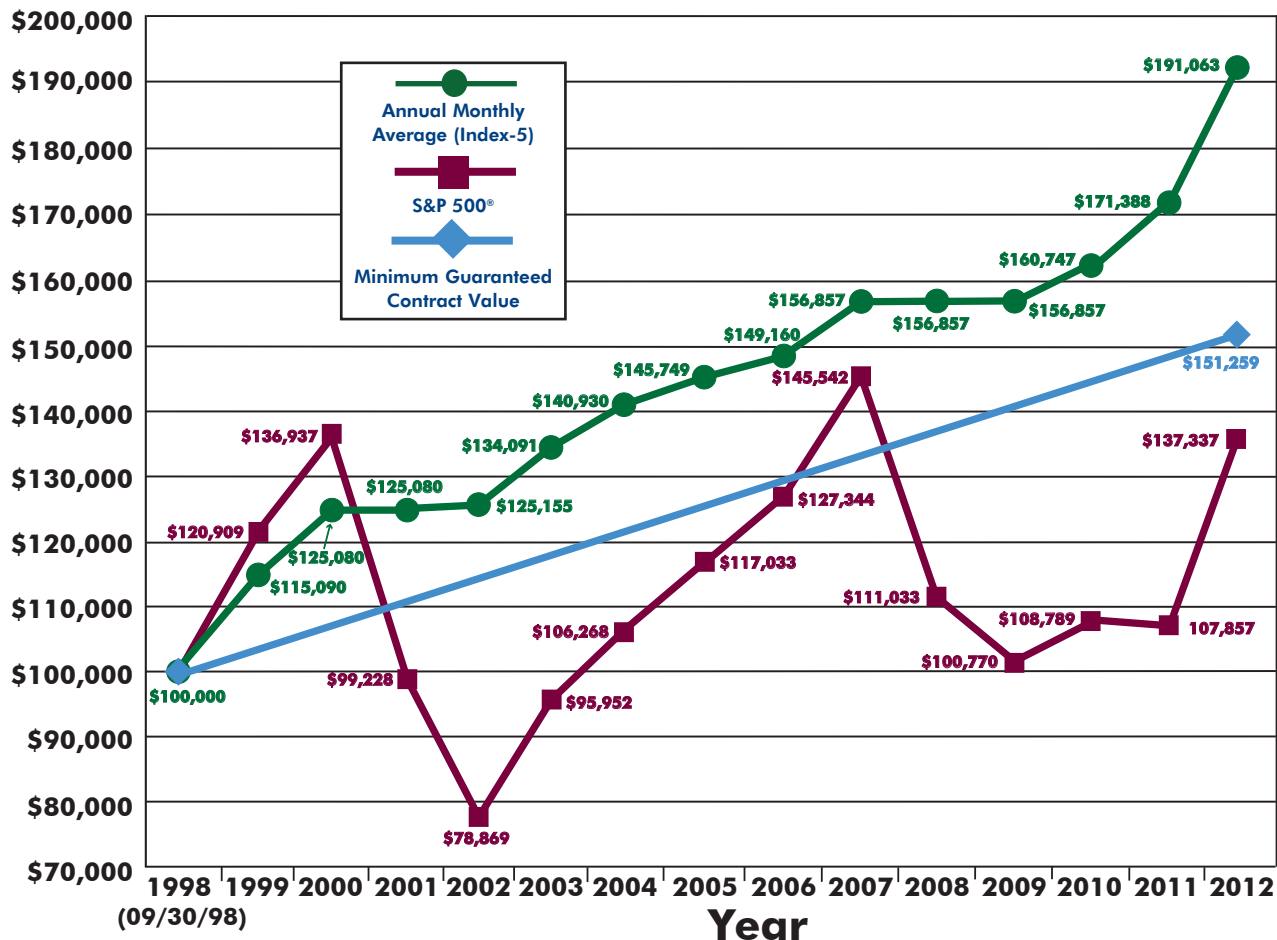
Agent's Name - Please Print

Agent's Signature

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Life Insurance Company
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Des Moines, Iowa 50325
www.american-equity.com
888-221-1234



Real Benefits of Indexed Annuities



*This graph is based on actual credited rates for the period shown on the Index-5 product, which is no longer available for sale.

Past performance not an indication of future results. Please call our Marketing Department for new product information.

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Participation Rates apply, may change annually on Contract Anniversary.

Neither American Equity Investment Life Insurance Company nor any of our agents give legal, tax or investment advice. Consult your own personal advisor regarding these matters.

Indexed Annuities are products of the insurance industry and are not guaranteed by any bank, or insured by the FDIC.

A HISTORY OF AMERICAN EQUITY'S INDEX-5* (9/30/98 - 9/30/12)

This history of American Equity's Index-5 Indexed Annuity demonstrates the powerful benefits of Indexed Annuities with the annual reset interest crediting design. All of our current products offer annual reset design as well. The Index-5 did exactly what it was supposed to do... give the contract owner the opportunity to accumulate value based on the appreciation of the S&P 500 Index, without the risk of loss of premium in years when the S&P 500 was negative. All of this supported by a Minimum Guarantee.

This is not an illustration.

These results should not be an indication that Indexed Annuities will beat the S&P 500 every time. This simply demonstrates the effectiveness of Indexed Annuities in years when the S&P 500 was negative.

Surrender charges apply to surrenders or withdrawals taken in excess of the free withdrawal provision during the Surrender Charge Period.

American Equity's Gold standard for a secure Retirement

Bonus Gold (INDEX-1-05)*



It is the American Equity dream to help Americans enjoy their retirement years with financial security. We care about providing products that protect you and your family. Our employee/owners are committed to ensuring peace of mind for your retirement future. Our commitment to unsurpassed service and strong contract owner benefits has allowed American Equity to experience consistent, record growth in our industry. In fact, we're the number 3 all-time producer of index annuities.†

When you buy an American Equity annuity, you are buying a promise, a promise that we will always be there when you need us. If you want an annuity that can offer you safety of premium, flexibility, tax advantages, accessibility when you need it and a chance to have a lifetime income, we have it. "We're the One" to offer you diverse financial planning choices for your retirement dollars.

*For use in DE only.
†Source: AnnuitySpecs.com's *Indexed Sales and Market Report*, 3Q 2012.

D.J. Noble, Executive Chairman

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