

Grensteiner Ronald James
 Form 4
 November 24, 2010

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Grensteiner Ronald James

2. Issuer Name and Ticker or Trading Symbol
 AMERICAN EQUITY INVESTMENT LIFE HOLDING CO [AEL]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)
 ___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
 Vice President

(Last) (First) (Middle)
 6000 WESTOWN PARKWAY
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 11/24/2010

WEST DES MOINES, IA 50265
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 ___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	(A) or (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	Price		
Common Stock	11/24/2010		M		30,000	\$ 9.67	D	
Common Stock	11/24/2010		F		987	\$ 10.95	D	
Common Stock	11/24/2010		F		1,300	\$ 10.96	D	
Common Stock	11/24/2010		F		2,950	\$ 10.97	D	
Common Stock	11/24/2010		F		2,500	\$ 10.98	D	

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Common Stock	11/24/2010	F	2,100	D	\$ 10.99	70,712	D
Common Stock	11/24/2010	F	1,200	D	\$ 11	69,512	D
Common Stock	11/24/2010	F	900	D	\$ 11.01	68,612	D
Common Stock	11/24/2010	F	1,200	D	\$ 11.02	67,412	D
Common Stock	11/24/2010	F	2,370	D	\$ 11.03	65,042	D
Common Stock	11/24/2010	F	1,400	D	\$ 11.04	63,642	D
Common Stock	11/24/2010	F	200	D	\$ 11.05	63,442	D
Common Stock	11/24/2010	F	600	D	\$ 11.06	62,842	D
Common Stock	11/24/2010	F	10,000	D	\$ 11.07	52,842	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Options - Right to Buy	\$ 9.67	11/24/2010		M	30,000	12/31/2000	12/31/2010	Common Stock	30,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Grensteiner Ronald James 6000 WESTOWN PARKWAY WEST DES MOINES, IA 50265			Vice President	

Signatures

Debra J. Richardson, By Power of Attorney
11/24/2010

Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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