



FIELD UPDATE

DATE: August 11, 2009
TO: All American Equity NMO's and Agents
FROM: Nick Gerhart, VP of Compliance Communications
RE: SEC Rule 151A

IMPORTANT INFORMATION...PLEASE READ CAREFULLY

As many of you know, the D.C. Court of Appeals recently ruled on the Coalition lawsuit regarding SEC Rule 151A. The Court remanded Rule 151A back to the SEC for reconsideration. While we do not know for sure what the SEC will do on reconsideration, we know that now is the time for us to get our message out to our respective members of Congress. Members of Congress are now going on August recess back to their home districts and we need you to contact both of your U.S. Senators and your local U.S. House Representative. Ask them to support two specific bills that are currently in Congress that will overturn SEC 151A.

- **In the U.S. House it is H.R. 2733.**
- **In the U.S. Senate it is S. 1389.**

We have made incredible progress with our legislative efforts in Congress. H.R. 2733 has thirty co-sponsors and S. 1389 has six co-sponsors. To continue to build momentum in Washington, the Coalition sponsored a fly-in on July 29, 2009. Over 100 carrier representatives, IMO's and agents participated in this event. Participants attended over 100 meetings with members of Congress and their staff. The response to these meetings has been incredible and we need to make sure our message continues to be heard while the Congress is in recess. *To do this we need your help. We need you to get active and help our cause to legislatively overturn SEC 151A. We need you to act today.*

What can you do to help this effort?

- Set up an appointment in their local office while they are home
- Call their local office and ask them to co-sponsor the respective bill
- Email their office and ask them to co-sponsor the respective bill
- Fax their office and ask them to co-sponsor the respective bill
- Get your clients to contact members of Congress to express their satisfaction with the fixed index annuity they own

You can go to www.sec151A.com or www.nafa151a.com for talking points and directions on how to contact your members of Congress. Get active today and help us overturn SEC 151A. Please send us feedback on who you contacted and anything you learn or hear to 151A@american-equity.com. As always, thank you for your support and business.

Information at Compliance Communications:
888-221-1234



PO Box 71216, Des Moines, IA 50325
www.american-equity.com

We're the One!
People Service Future



INSURANCE MARKETPLACE
STANDARDS ASSOCIATION

For Agent Information Only. Not for use in solicitation or advertising to the public.