



Marketing Memo

DATE: August 26, 2010
TO: All American Equity NMO's and Appointed Agents
FROM: James Jones, Vice President – Marketing Services
RE: Guarantee Series (SPDA-MYGA) Rate Change

Hurry! Time is Limited!

The rate is changing on the Guarantee Series (SPDA-MYGA)*

The following rate adjustments are being made effective
September 3, 2010.

To receive current rates, original signed applications must be received in our office by 4:30pm CT on **Thursday, September 2nd, 2010. No faxed copies will be accepted.**

Transfer funds must be received in our office by 1:00pm CT on **Friday, September 17th, 2010.** In order to qualify as a transfer, applications must be accompanied by 1035/Direct Transfer paperwork and funds must be requested by American Equity. **NO EXCEPTIONS!**

	CURRENT RATE	NEW RATE
Guarantee 5 (SPDA-MYGA)	3.65%	3.15%
Guarantee 7 (SPDA-MYGA)	3.75%	3.25%

*Form number and availability may vary by state. Rates vary in CA, DE, MN, PA, and WA.

For More Information, Call Marketing
888-647-1371



PO Box 71216, Des Moines, IA 50325
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SPDA-MYGA Rate Change



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8/26/2010