



AMERICAN EQUITY INVESTMENT LIFE INSURANCE COMPANY

MILLION DOLLAR CHALLENGE

Qualification Period:

February 2, 2009 through June 30, 2009

RULES

1. **Top Producer** prizes will be awarded to the top four producers based upon Net Paid Annuity Production during the Qualification Period. To be eligible for a Top Producer prize, a producer must sell at least \$5 million in Net Paid Annuity Production during the Qualification Period. Excludes Guarantee 5 (SPDA-MYGA)*, SPIA-1*, Additional Premiums, and Internal Transfer Premium. All applications subject to suitability review. Net Paid Annuity Production based on agents individual production and at no time can agents combine their production. Prizes include:

1st Prize - \$1,000,000 payable in installments of \$100,000 per year for ten years beginning August 1, 2009

2nd Prize - \$350,000 payable in installments of \$35,000 per year for ten years beginning August 1, 2009

3rd Prize - \$250,000 payable in installments of \$25,000 per year for ten years beginning August 1, 2009

4th Prize - \$150,000 payable in installments of \$15,000 per year for ten years beginning August 1, 2009

2. In addition, American Equity will conduct a **Drawing on July 6, 2009** for five \$50,000 prizes each payable in installments of \$5,000 per year for ten years beginning August 1, 2009. For every \$25,000 of Net Paid Annuity Production during the Qualification Period, the name of producer will be included in the drawing. For example, a producer with \$100,000 Net Paid Annuity Production during the Qualification Period would have his/her name included 4 times.

3. No winner of a Top Producer prize is eligible to participate in the Drawing. No winner of a prize in the Drawing may receive more than one prize.

4. Winners must each sign a Deferred Compensation Agreement form and content approved by American Equity. Taxes on prize payments are the sole responsibility of the producer receiving the payments. No prize payment nor the right to receive such payments is transferable. The value of the installment payments may not be commuted to a lump sum.

5. To remain eligible to receive any prize payment a producer must be an agent under contract and in good standing with American Equity at the time the payment is due. If the producer's agent contract with American Equity is terminated by either the agent or American Equity, the producer shall forfeit the right to receive any prize payments from and after the date of termination.

6. American Equity reserves the right to apply all or any part of a prize payment to satisfy any indebtedness of the producer to American Equity. Such indebtedness shall include any debit balance, outstanding loan, indemnification obligation, or any other debt or charge of any kind owed by the producer to American Equity whenever and however such debt or charge is or was created.

7. American Equity shall have the sole right to interpret and administer these Rules, and all such interpretations and actions shall be binding and conclusive on the producers.

8. All terms and conditions of each producer's agent's contract with American Equity are incorporated by reference in these Rules, including without limitation the requirement for arbitration of any disputes concerning the interpretation or administration of these Rules. Failure to follow these rules and agent contract may result in disqualification of this challenge.

*Form number varies by state.

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AM Best uses 15 rating categories ranging from A++ to F and measures performance in the areas of Investment Quality, Capital Adequacy, Policy Reserves, Cost Control and Management Experience. An A- rating from AM Best is its fourth highest rating.

We answer the phones!
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