

QUARTERLY REGULATORY UPDATE

5000 Westown Parkway, West Des Moines, IA 50266
(888) 221-1234 FAX: (515) 225-6314
www.american-equity.com



TO: ALL AMERICAN EQUITY AGENTS

3/4 2008

RE: Quarterly Compliance Update

HELPING YOU... To INCREASE & PROTECT YOUR BUSINESS & Your Clients Financial Future.

As a member of the Insurance Marketplace Standards Association, IMSA, this is the third of four quarterly updates you will receive, making sure you are informed and in compliance.

USE OF PROFESSIONAL DESIGNATIONS - Recently some states have adopted regulations pertaining to the use of professional designations. Also, the NAIC recently approved a model law addressing the use of professional designations. When advertising yourself, your business, our company and/or products, use only company approved professional designations. If you question whether your designation is approved or not, check our list of approved designations, which is included in our Advertising Guidelines, or call the Compliance Communications Department for verification. Also, you need to be aware of your state's stance on using designations which imply advanced education or training and financial expertise and comply with their regulations. Some states require you to register your designation and request approval prior to use. We suggest you contact your state insurance department, and if it applies to you, your state securities bureau to be sure you are only using designations they recognize and approve.

ADVERTISING - This is to remind you that by law and our Advertising Guidelines, you are required to submit any advertisements you create which identify our company and/or our products to our Compliance Communications Department for review and approval **before use**. Advertisements intended to create an interest in purchasing or selling our products and advertisements used to communicate information about our company and/or our products to our licensed agents or to train our licensed agents must be reviewed and approved before they are used. Approvals are good until the earlier of 3 months, a change in advertising laws, or a corporate withdrawal.

You also may submit advertising that does not identify our company and/or products to us for review. After reviewing, we make suggestions to make sure they are in compliance with your state's regulations and our Advertising Guidelines. We're here to help you.

When creating advertisements, use our Advertising Guidelines, form #4055; Advertising Submission, form #4058; Advertising Checklist, form 4056. Please fax your advertisements to **(515) 273-3620** or e-mail to advertising@american-equity.com.

DISCLOSURE - Most states have adopted the NAIC Annuity Disclosure Model Regulation #245 or a regulation similar to the NAIC Model. We recommend that you include the appropriate NAIC Buyers Guide to Annuities/Indexing Annuities with our disclosure document at application. In AZ & UT this is required.

All company policies, documents, guidelines including list of approved designations, and forms are available on our Interactive Agent Website @ www.american-equity.com or call marketing to order supplies.

HEADS UP!

Great News!! - American Equity has extended your commission increase through the end of 2008 with your completion of our online Producer's Training Course. A variety of important subjects from Company information to suitability are included. Access the training course on the web at www.american-equity.com.

If you have any trouble logging into our website contact our Marketing Department at 888-647-1371 or email us at marketing@american-equity.com. As always, thank you for your business!