



IMPORTANT MEMO

DATE: April 24th, 2009
TO: All American Equity NMO's & Agents
FROM: Wendy Carlson, CEO
RE: SEC 151A

From all of our employees at American Equity I wanted to thank you for your support in helping American Equity overturn SEC Rule 151A. The fight to overturn 151A has many fronts. As most of you know, our legal argument will be heard in Washington D.C. on May 8. In addition to the legal battle, we are undertaking a robust grass roots effort to lobby Congress. Congressman Greg Meeks is the author of a bill that will overturn SEC Rule 151A. We need your support to lobby Congress in support of Congressman Meeks bill.

The Coalition for Index Products is supporting the Meeks bill. In addition, the NAIC and NAFA are supporting this bill. Once the Meeks bill is introduced we will be reaching out to all of you and ask that you contact your members of Congress to support the bill.

We have listed the most effective ways to reach out to your Congressional Representative:

- **Visit your Representative's local office in your District or their office in DC – there is no substitute for personal contact, even when the contact is with Staff**
- **Make a phone call to your Representative's offices**
- **Fax a note to your Representative's office – avoid the potential that an email has of being screened by a spam-blocker**
- **Send an email – avoid the delay often experienced with “snail mail” which must be pre-screened since the post-9/11 Anthrax scare**
- **Send a letter – if you just can't resist using a pen to write Congress**

We are committed to our belief that fixed index annuities are insurance products. Your contact with members of Congress can influence them and with the help of our agents we believe we can help build support for the Meeks bill. Please help us overturn SEC 151A.

Thank you for your support and business.

Wendy Carlson, CEO

For More Information, Call Marketing
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