

DATE: January 17, 2012
TO: All Appointed Agents in Alabama
FROM: Terry Reimer, Executive Vice President
RE: Marketing in the state of Alabama

Please Read Carefully –Important Information Regarding Marketing in Alabama

American Equity has been and continues to be very selective when it comes to appointing agents in the State of Alabama. To hold an appointment in Alabama with American Equity each of you agreed to certain conditions. We want to remind you of those conditions. You agreed that you would **NOT** do any of the following Marketing activities in the state of Alabama:

- Marketing through Seminars
- Marketing through Lead Programs
- Marketing through Mass Mailings or Direct Mailings

Marketing should be handled through referral business only. This will be strictly enforced.

Thank you for you continued business and support!

FOR MORE INFORMATION, CALL MARKETING 888-647-1371
www.american-equity.com | PO BOX 71216, DES MOINES, IA 50325

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AL Marketing 1/17/2012