



# MARKETING MEMO

DATE: January 26, 2012  
 TO: All American Equity NMO's and Appointed Agents  
 FROM: James Jones, Vice President – Marketing Services  
 RE: Guarantee Series (SPDA-MYGA) Rate Change

**\*\*\*Important Rate Change Announcement!\*\*\*  
 Act Now! Time is Limited!**

**Rates are changing on the Guarantee Series (SPDA-MYGA)\***

The following rate adjustments are being made effective  
**February 7<sup>th</sup>, 2012.**

To receive current rates, original signed applications must be received in our office  
 by 4:45pm CT on **Monday, February 6<sup>th</sup>, 2012. No faxed copies will be accepted.**

Funds on pending cases must be received in our office by 4:45pm CT on  
**Monday, February 20<sup>th</sup>, 2012.**

**NO EXCEPTIONS!**

	CURRENT RATE	NEW RATE
<b>Guarantee 5 (SPDA-MYGA)</b>	2.90%	<b>2.60%</b>
<b>Guarantee 7 (SPDA-MYGA)</b>	3.00%	<b>2.70%</b>

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

**Thank you for your 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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AMERICAN EQUITY INVESTMENT LIFE INSURANCE COMPANY

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	CURRENT RATE	NEW RATE
<b>Guarantee 5 (SPDA-MYGA)</b>	2.40%	<b>2.10%</b>
<b>Guarantee 7 (SPDA-MYGA)</b>	2.50%	<b>2.20%</b>

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MYGA Change-NonMVA

1/26/12

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