



AMERICAN EQUITY INVESTMENT LIFE INSURANCE COMPANY OF NEW YORK

# MARKETING MEMO

**DATE:** January 17<sup>th</sup>, 2012  
**TO:** All American Equity of New York NMO's and Agents  
**FROM:** Terry Reimer, Executive Vice President and Chief Operating Officer  
**RE:** Product Change Effective February 13<sup>th</sup>, 2012

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**Effective February 13<sup>th</sup>, American Equity of New York will begin offering a NEW product – the NY11-FPDA2!**

The NY11-FPDA2 will offer these great benefits:

- 2.0% Initial First Year Interest Rate
- 1.50% Minimum Guaranteed Interest Rate
- Issue Ages 0-75
- \$2,000 Minimum Premium
- 10% Penalty Free Withdrawal Annually Starting Year 2
- Flexible Premium Fixed Annuity\*

**The new NY11-FPDA2 will replace the existing FPDA-1-NY product. The FPDA-1-NY will be discontinued effective February 10<sup>th</sup>. Business for the FPDA-1-NY must be signed no later than Wednesday, February 8<sup>th</sup> and received in our Administrative office by 1pm CT on Friday, February 10<sup>th</sup>. No faxes or copies will be accepted and no exceptions will be made. Please note: The SPIA-1-NY will remain available.**

**[CLICK HERE for the new NY11-FPDA2 product disclosure.](#)**

Thank you for your continued business and support.

\*Additional Premiums may be subject to different rates.

FOR MORE INFORMATION, CALL MARKETING 866-233-6660 | [www.american-equity.com](http://www.american-equity.com)

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NY Prod Change

1/17/12