

AMERICAN EQUITY IS THE GOLD STANDARD FOR INDEXED ANNUITIES

DATE: August 20, 2008
TO: All American Equity NMO's
FROM: Ron Grensteiner, Sr. Vice President and National Sales Director,
and Nick Gerhart, Vice President of Compliance Communication
RE: US Small Business Administration

IMPORTANT INFORMATION.PLEASE READ CAREFULLY

As you are all aware American Equity opposes the SEC's attempt to change the definition of "annuity" under the 1933 Securities Act and effectively make Fixed Index Annuities a registered security with proposed rule 151A. We believe that the core principles of these products, in particular the minimum guarantees within Fixed Index Annuities, make them insurance products.

We not only disagree with the SEC's proposed rule but we also worry about the affect it would have on the independent agent and their small businesses. Therefore, we are asking you and your agents to consider writing to the US Small Business Administration to voice your opposition to the SEC's proposed rule 151A and how that may affect your business. The contact information is provided below.

US Small Business Administration
409 Third Street, SW
Suite 7600
Washington, DC 20416
Phone-(202)205.6744
Fax-(202)205.7064

Thank you for you continued business and support.

www.american-equity.com
24/7 Download Forms, Check Contract Status or Commission Statements



Call us at **888-647-1371**
8:00AM-5:30PM CT Monday-Thursday 8:00AM-1:00PM CT Friday



US Small Business Administration NMO Memo

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