

AMERICAN EQUITY INVESTMENT LIFE HOLDING CO  
Form 8-K  
July 30, 2004

## SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

### FORM 8-K

#### CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): **July 30, 2004**

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## AMERICAN EQUITY INVESTMENT LIFE HOLDING COMPANY

(Exact Name of Registrant as Specified in Charter)

**IOWA**  
(State or Other Jurisdiction of  
Incorporation)

**001-31911**  
(Commission File Number)

**42-1447959**  
(IRS Employer Identification No.)

**5000 Westown Parkway, Suite 440, West Des Moines, Iowa 50266**

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: **(515) 221-0002**

**NOT APPLICABLE**

(Former Name or Former Address, if Changed Since Last Report)

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**Item 9. Regulation FD Disclosure.**

Attached and incorporated herein by reference as Exhibit 99.1 is a copy of a financial supplement issued by American Equity Investment Life Holding Company (the Company) with respect to the second quarter ending June 30, 2003. The information in this report, including the Exhibit attached hereto, shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: July 30, 2004

**AMERICAN EQUITY  
INVESTMENT LIFE HOLDING COMPANY**

By: /s/ Wendy L. Carlson  
Wendy L. Carlson  
Chief Financial Officer and  
General Counsel

**EXHIBIT INDEX**

<b>Exhibit Number</b>	<b>Description</b>
99.1	Financial supplement for the second quarter ending June 30, 2004