Grensteiner Ronald James

securities beneficially owned directly or indirectly.

Form 5

February 12,	2010									
FORM 5								OMB APPROVAL		
	_		ITIES AND EXCHANGE COMMISSION					3235-0362		
Check this no longer	shington, D.C. 20549					Number: Expires:	January 31, 2005			
to Section Form 4 or 5 obligatio may contin	NT OF CHANGES IN BENEFICE RSHIP OF SECURITIES				EFICIAL	Estimated a burden hou response	average rs per			
See Instruction 1(b). Form 3 Horizon 3 Horizon 4 Transaction Reported	Filed purs soldings Section 17(a	uant to Section 1) of the Public U 30(h) of the Ir	tility Holdin	g Compa	ny A	ct of	1935 or Sectio	n		
1. Name and A Grensteiner	ner Name and Ticker or Trading ol ERICAN EQUITY ESTMENT LIFE HOLDING AEL]				5. Relationship of Reporting Person(s) to Issuer					
AMERI					(Check all applicable) Director 10% Owner					
(Last)	(First) (M	(Month/I	Month/Day/Vear) below)			e title Other (specify below) ice President				
6000 WEST	OWN PARKWA									
	(Street)		endment, Date (nth/Day/Year)	Original			6. Individual or Jo	oint/Group Rep		
WEST DES	MOINES, IAÂ	50265					_X_ Form Filed by Form Filed by Person			
(City)	(State) (Zip) Tab	le I - Non-Deri	vative Sec	uritie	s Acqu	ired, Disposed o	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			Securities Beneficially Owned at end	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Indirect Beneficial Ownership	
				Amount	(A) or (D)	Price	Fiscal Year (Instr. 3 and 4)	(111511.4)	(Instr. 4)	
Common Stock	Â	Â	Â	Â	Â	Â	49,589	D	Â	
Common Stock	Â	Â	Â	Â	Â	Â	1,479	I	By ESOP	
-	ort on a separate line						llection of info		SEC 2270	

contained in this form are not required to respond unless

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(9-02)

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	Secu Acqu	vative rities uired	s I		7. Title and Amoun Underlying Securiti (Instr. 3 and 4)	
					(A) of Disp of (E) (Inst. 4, an	osed O) r. 3,				
					(A)	(D)	Date Exercisable	Expiration Date	Title	Amor or Numl of Sh
Options - Right to Buy	\$ 7	Â	Â	Â	Â	Â	05/08/2012	05/08/2019	Common Stock	20,0
Options - Right to Buy	\$ 10.85	Â	Â	Â	Â	Â	06/11/2011	06/11/2018	Common Stock	10,0
Options - Right to Buy	\$ 10.77	Â	Â	Â	Â	Â	06/30/2005	12/31/2014	Common Stock	7,50
Options - Right to Buy	\$ 11	Â	Â	Â	Â	Â	06/10/2004	06/10/2014	Common Stock	15,0
Options - Right to Buy	\$ 9	Â	Â	Â	Â	Â	12/04/2003	12/04/2013	Common Stock	15,0
Options - Right to Buy	\$ 9.67	Â	Â	Â	Â	Â	12/31/2000	12/31/2010	Common Stock	30,0
Options - Right to Buy	\$ 9.67	Â	Â	Â	Â	Â	05/05/2000	05/05/2010	Common Stock	15,0
Deferred Compensation	\$ 5.33	Â	Â	Â	Â	Â	(2)	(2)	Common Stock	4,50

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
Grensteiner Ronald James 6000 WESTOWN PARKWAY WEST DES MOINES, IA 50265	Â	Â	Vice President	Â				
Signatures								

Debra J. Richardson, By Power of Attorney

02/12/2010

**Signature of Reporting Person

Date

Reporting Owners 2

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) 472 shares of the total ESOP Ownership reported represent an estimated number for the December 31, 2009 allocation.
- (2) Deferred compensation payment is exercisable within 60 days after the occurrence of the earliest of the following events: (i) employee's termination of employment; (ii) a change of control of company; (iii) action of the Board of Directors; (iv) employee's death.

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.