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MATOVINA Form 4 March 13, 20													
										OMB A	PPROVAL		
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMB Number:	3235-0287					
Section 16.				NGES IN BENEFICIAL OWNERSHIP C SECURITIES						Expires:	January 31, 2005		
									NERSHIP OF	Estimated average burden hours per			
Form 4 or Form 5		ursuant to	Section 16	5(a) of 1	the	Securiti	es Ey	chang	ge Act of 1934,	response	0.5		
obligation may conti	18 Section 1'								f 1935 or Sectio	n			
See Instru 1(b).		30(h)) of the Inv	vestmer	nt C	Company	y Act	of 19	40				
(Print or Type R	esponses)												
MATOVINA JOHN M Symbo			Symbol	2. Issuer Name and Ticker or Trading ymbol MERICAN EQUITY					5. Relationship of Reporting Person(s) to Issuer				
				VESTMENT LIFE HOLDING					(Check all applicable)				
									X Director 10% Owner				
(Last)	(First)	(Middle)	3. Date of Earliest Transaction					X Officer (give below)	title Other (specify below)				
6000 WESTOWN PARKWAY(Month/D 03/11/20				h/Day/Year) 1/2013					CEO & President				
(Street) 4. If Ame			4. If Amer	Amendment, Date Original					6. Individual or Joint/Group Filing(Check				
WEST DES	MOINES, IA :	50266	Filed(Mon	th/Day/Ye	ear)				Applicable Line) _X_ Form filed by 0 Form filed by N	One Reporting Pe More than One Re			
WEST DES	MOINLS, IA .								Person				
(City)	(State)	(Zip)	Table	e I - Non	-De	erivative S	Securi	ties Ac	quired, Disposed of	f, or Beneficial	lly Owned		
1.Title of Security2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if any (Month/Day/Year)		on Date, if	Code Disposed of (D))	SecuritiesHBeneficially(OwnedH	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)				
				Code	v	Amount	or (D)	Price	(Instr. 3 and 4)				
Common Stock	03/11/2013			A		9,934 (1)	A	\$ 0	95,693	D			

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 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. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Securi (Instr.	nt of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
MATOVINA JOHN M 6000 WESTOWN PARKWAY WEST DES MOINES, IA 50266	Х		CEO & President				
Signatures							
Debra J. Richardson, by Power of Attorney		03/13/2013					
**Signature of Reporting Person		Date					

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) An award of restricted stock pursuant to the American Equity Investment Life Holding Company 2009 Employee Incentive Plan that vests on the third anniversary of the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space 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.