

FOR IMMEDIATE RELEASE

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Local Insurance Professional Receives “Noble Achievement Award”

-American Equity, a Top Fixed Annuity Provider, Honors Ruggieri with a Top Accolade-

WEST DES MOINES, Iowa – DATE, 2015 – American Equity Investment Life Insurance Company, a leading underwriter of index and fixed rate annuities, announced today that Hugh Ruggieri, Owner and President of Ruggieri Financial and Insurance Services, Inc., has earned one of the company’s most prestigious distinctions: Noble Achievement Award. This award recognizes exemplary service, commitment to success, and dedication to American Equity’s core values of service, integrity and responsibility. Ruggieri is the fourth individual awarded the honor out of more than 30,000 licensed agents with American Equity.

“At American Equity, we believe that a business is bigger than a building or a charter, rather we believe a business is its people and people are what make it succeed,” says Founder and Executive Chairman of the Board, David Noble. “The individuals who have earned Noble Achievement Awards are among the top people working in this business. We are proud to have Mr. Ruggieri serving our contract owners in California and we look forward to their future success.”

Hugh Ruggieri has been working with retirees for over 25 years. Based in Hemet, California where he and his wife, Linda Sue, have resided for more than 40 years. His firm, Ruggieri Financial and Insurance Services, Inc., is committed to helping clients pursue their financial and retirement goals. Hugh strongly believes that it is important for his clients to find a financial advisor group that share the same core beliefs and values as they do.

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ABOUT AMERICAN EQUITY

American Equity Investment Life Holding Company, through its wholly-owned operating subsidiaries, issues fixed annuity and life insurance products, with a primary emphasis on the sale of fixed index and fixed rate annuities. American Equity Investment Life Holding Company, a New York Stock Exchange listed company (NYSE: AEL), is headquartered in West Des Moines, Iowa. For more information visit www.american-equity.com.