



From the desk of
Ronald J. Grensteiner, CLU[®], ChFC[®]
President

April 17, 2017

Dear American Equity Agents,

We are sad to announce that Dave Noble, our founder, passed away peacefully on Sunday, April 16, 2017. American Equity exists today *solely* because of his vision, courage, tenacity and leadership.

Dave Noble was passionate about the annuity business and was inspirational to thousands of employees, independent insurance producers, policyholders, marketing companies and business associates that his life touched during his 60+ years in the insurance industry. We will miss him, but he wouldn't want us to dwell on his passing. Rather, he would want us to celebrate his life and continue his vision of making a positive impact on peoples' lives. American Equity will continue to operate with the same high standards that Dave Noble instilled in us. His legacy will forever be, "It's not about the building, the charter or the policy form...it's about the people."

Please send memories of David Noble to RememberingDave@american-equity.com.

Sincerely,

President