



For Immediate Release

Heather Gierstorf Named Chair of NAFA Education Committee

(Milwaukee - February 14, 2012) - Heather Gierstorf, Assistant Vice President of Agent Compliance at American Equity Investment Life Insurance Company, has been elected as the NAFA Education Committee Chairman and succeeds Co-Chairs Chip Anderson and Steve Phillips, both of Creative Marketing.

Heather, an active Education Committee member since 2009, is responsible for overseeing and implementing internal and external advertising review, product training, and general agent compliance issues at American Equity. Heather started at American Equity in 2001 and was part of a Leadership Program where she gained experience in many different departments within the company. She spent most of her time in the Marketing Department where she started a new Field Training Department and then later became Senior Director of Marketing Services. Her background in Marketing has been a tremendous asset in her current position. Heather earned her B.S. in Marketing at Iowa State University in 2000.

The Education Committee advances NAFA's mission to promote the understanding and awareness of fixed annuities using a positive and proactive message balancing the product's competitiveness and accessibility with appropriate oversight and regulations to ensure consumer protection. The Education Committee plans and executes educational curriculum including Continuing education courses, webinars, sales and marketing articles, the Annuity Principles Series –that assist agents, advisors consumers, the media, legislators and regulators with understanding the principle features of fixed annuities, suitability, disclosure and advertising practices.

NAFA, the National Association for Fixed Annuities, is a national trade association exclusively dedicated to promoting the awareness and understanding of fixed annuities – including income, declared rate, market value adjusted and indexed. NAFA is the only association whose sole purpose is advocating for the fixed annuity product and educating regulators, legislators, consumers, members of the media, industry personnel, and distributors about fixed annuities and their benefits to retirees and those planning retirement. NAFA's membership of fixed annuity carriers and independent marketing organizations (or field organizations) represents over 114,000 agents and registered representatives selling fixed annuities. NAFA was founded in 1998 and is headquartered in Milwaukee, Wisconsin. Get more information on annuities at www.nafa.com.

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