

FLORIN GERHARD  
Form 4  
November 20, 2009

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
FLORIN GERHARD

(Last) (First) (Middle)

209 REDWOOD SHORES  
PARKWAY

(Street)

REDWOOD CITY, CA 94065

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
ELECTRONIC ARTS INC. [ERTS]

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/19/2009

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
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6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially 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)	5. Amount of Securities Beneficially Owned Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Code V Amount (D) Price		

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

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SEC 1474  
(9-02)

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

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities Acquired (A) or	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Underlying (Instr. 3 and
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8) Code	Disposed of (D)		Date Exercisable	Expiration Date	Title
				(Instr. 3, 4, and 5) (A)	(D)			
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 30.6	11/19/2009	D		8,473	<u>(2)</u>	06/20/2011	Common Stock
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 31.315	11/19/2009	D		150,000	<u>(2)</u>	10/07/2012	Common Stock
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 48.785	11/19/2009	D		120,000	<u>(2)</u>	10/24/2013	Common Stock
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 49.71	11/19/2009	D		35,000	<u>(3)</u>	06/18/2017	Common Stock
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 51.64	11/19/2009	D		52,500	<u>(4)</u>	08/16/2016	Common Stock
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 52.03	11/19/2009	D		35,000	<u>(3)</u>	03/01/2016	Common Stock
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 57.42	11/19/2009	D		75,000	<u>(2)</u>	09/02/2015	Common Stock
Non-Qualified Stock Option (right to buy) <u>(1)</u>	\$ 64.92	11/19/2009	D		125,000	<u>(2)</u>	03/01/2015	Common Stock
Restricted Stock Units <u>(5)</u>	<u>(6)</u>	11/19/2009	A		21,000	<u>(7)</u>	11/10/2011	Common Stock
Restricted Stock Units <u>(5)</u>	<u>(6)</u>	11/19/2009	A		24,193	<u>(8)</u>	11/10/2010	Common Stock
Restricted Stock Units <u>(5)</u>	<u>(6)</u>	11/19/2009	A		19,736	<u>(8)</u>	11/10/2010	Common Stock
Restricted Stock Units <u>(5)</u>	<u>(6)</u>	11/19/2009	A		1,486	<u>(8)</u>	11/10/2010	Common Stock

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Restricted Stock Units <sup>(5)</sup>	<u>(6)</u>	11/19/2009	A	205	<u>(8)</u>	11/10/2010	Common Stock
Restricted Stock Units <sup>(5)</sup>	<u>(6)</u>	11/19/2009	A	9,756	<u>(8)</u>	11/10/2010	Common Stock
Restricted Stock Units <sup>(5)</sup>	<u>(6)</u>	11/19/2009	A	19,512	<u>(8)</u>	11/10/2010	Common Stock
Restricted Stock Units <sup>(5)</sup>	<u>(6)</u>	11/19/2009	A	27,777	<u>(8)</u>	11/10/2010	Common Stock
Restricted Stock Units <sup>(5)</sup>	<u>(6)</u>	11/19/2009	A	13,888	<u>(8)</u>	11/10/2010	Common Stock
Restricted Stock Units <sup>(5)</sup>	<u>(6)</u>	11/19/2009	D	12,952	<u>(8)</u>	11/10/2010	Common Stock
Restricted Stock Units <sup>(5)</sup>	<u>(6)</u>	11/19/2009	A	15,909	<u>(7)</u>	11/10/2011	Common Stock
Restricted Stock Units <sup>(5)</sup>	<u>(6)</u>	11/19/2009	A	12,918	<u>(7)</u>	11/10/2011	Common Stock
Restricted Stock Units <sup>(5)</sup>	<u>(6)</u>	11/19/2009	A	44	<u>(7)</u>	11/10/2011	Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FLORIN GERHARD 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065			EVP Western Word Publishing	

## Signatures

Flora B. Lee, Attorney-in-Fact for: Gerhard Florin  
11/20/2009

        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) Represents employee stock options cancelled pursuant to Electronic Arts offer to exchange described in Schedule TO-I, filed October 21, 2009 (the Exchange Offer).
- (2) Option is 100% vested.
- (3) Option vested and became exercisable as to 24% on the first day of the month that contains the one year anniversary of the grant date, and an additional 2% on the first day of the next 38 months thereafter.
- (4) Option vested and became exercisable as to 25% each year from vest date for 4 years.
- (5) Represents restricted stock units granted pursuant to Electronic Arts offer to exchange described in Schedule TO-I, filed October 21, 2009 (the Exchange Offer).

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- (6) Each restricted stock unit represents a contingent right to receive one share of Electronic Arts common stock.
- (7) Restricted stock units vest as to 50%, 12 months from November 10, 2009, and then vest as to the remaining 50%, 24 months from November 10, 2009.
- (8) Restricted stock units vest as to 100%, 12 months from November 10, 2009.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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