

ELECTRONIC ARTS INC.  
Form 4  
August 18, 2015

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
COLEMAN LEONARD S JR

(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. [EA]

3. Date of Earliest Transaction (Month/Day/Year)  
08/14/2015

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)

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 Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/14/2015		M		10,000	A	\$ 46.84	24,496	D	
Common Stock	08/14/2015		M		8,400	A	\$ 43.18	32,896	D	
Common Stock	08/14/2015		M		8,400	A	\$ 20.75	41,296	D	
Common Stock	08/14/2015		M		11,872	A	\$ 33.6	53,168	D	
Common Stock	08/14/2015		S		38,672	D	\$ 73.0382	14,496	D	

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

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(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 (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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Underlying Security (Instr. 3 and 4)
					(A)	(D)	Date Exercisable	Expiration Date	
Non-Qualified Stock Option (right to buy)	\$ 20.75	08/14/2015		M		8,400	(2)	07/29/2019	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 33.6	08/14/2015		M		11,872	(2)	07/31/2024	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 43.18	08/14/2015		M		8,400	(2)	07/31/2018	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 46.84	08/14/2015		M		10,000	(2)	07/27/2016	Common Stock
Restricted Stock Units	(3)	08/14/2015		A		3,570	(4)	08/14/2016	Common Stock

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director    10% Owner    Officer    Other

COLEMAN LEONARD S JR  
209 REDWOOD SHORES PARKWAY    X  
REDWOOD CITY, CA 94065

## Signatures

By: Deborah Berenjfoorosh, Attorney-in-Fact For: Leonard S. Coleman

08/18/2015

\_\_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).

- Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$72.945 to \$73.22. The Company
- (1) undertakes to provide to the Staff of the S.E.C., the issuer or a security holder full information regarding the number of shares purchased or sold at each separate price.
  - (2) Option was fully vested at time of exercise.
  - (3) Each Restricted Stock Unit represents the right to receive, at settlement, one share of Electronic Arts common stock.
  - (4) The Restricted Stock Units vest in their entirety upon the earlier of (i) date of the next Annual Meeting of Stockholders or (ii) the one-year anniversary of the grant date.

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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