

ELECTRONIC ARTS INC  
Form 4  
August 07, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
Schappert John

(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)  
08/06/2007

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)  
EVP & COO Central Dev Services

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 Ownership (Instr. 4)			
			Code	V	Amount					
Common Stock	08/06/2007		M		200	A	\$ 29.48	26,602	D	
Common Stock	08/06/2007		S		200	D	\$ 51.32	26,402	D	
Common Stock	08/06/2007		M		29,400	A	\$ 29.48	55,802	D	
Common Stock	08/06/2007		S		29,400	D	\$ 51.31	26,402	D	
Common Stock	08/06/2007		M		31,244	A	\$ 29.48	57,646	D	

Edgar Filing: ELECTRONIC ARTS INC - Form 4

Common Stock      08/06/2007      S      31,244    D      \$ 51.19    26,402      D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**      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 (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 Amount of Underlying Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 29.48	08/06/2007		M	14,156	<u>(1)</u> 05/09/2012	Common Stock	14,156	
Non-Qualified Stock Option (right to buy)	\$ 29.48	08/06/2007		M	200	<u>(1)</u> 05/09/2012	Common Stock	200	
Non-Qualified Stock Option (right to buy)	\$ 29.48	08/06/2007		M	29,400	<u>(1)</u> 05/09/2012	Common Stock	29,400	
Non-Qualified Stock Option (right to buy)	\$ 29.48	08/06/2007		M	31,244	<u>(1)</u> 05/09/2012	Common Stock	31,244	
Non-Qualified Stock Option (right to buy)	\$ 31.315	08/06/2007		M	31,896	<u>(1)</u> 10/07/2012	Common Stock	31,896	
Non-Qualified Stock Option (right to buy)	\$ 31.315	08/06/2007		M	21,860	<u>(1)</u> 10/07/2012	Common Stock	21,860	
Non-Qualified Stock Option (right to buy)	\$ 31.315	08/06/2007		M	7,137	<u>(1)</u> 10/07/2012	Common Stock	7,137	
Non-Qualified Stock Option (right to buy)	\$ 31.315	08/06/2007		M	4,500	<u>(1)</u> 10/07/2012	Common Stock	4,500	

Non-Qualified Stock Option (right to buy)	\$ 31.315	08/06/2007	M	2,000	<u>(1)</u>	10/07/2012	Common Stock	2,000
Non-Qualified Stock Option (right to buy)	\$ 31.315	08/06/2007	M	200	<u>(1)</u>	10/07/2012	Common Stock	200
Non-Qualified Stock Option (right to buy)	\$ 31.315	08/06/2007	M	11,163	<u>(1)</u>	10/07/2012	Common Stock	11,163
Non-Qualified Stock Option (right to buy)	\$ 31.315	08/06/2007	M	21,244	<u>(1)</u>	10/07/2012	Common Stock	21,244
Non-Qualified Stock Option (right to buy)	\$ 48.785	08/06/2007	M	27,000	<u>(1)</u>	10/24/2013	Common Stock	27,000
Non-Qualified Stock Option (right to buy)	\$ 48.785	08/06/2007	M	27,000	<u>(1)</u>	10/24/2013	Common Stock	27,000
Non-Qualified Stock Option (right to buy)	\$ 48.785	08/06/2007	M	663	<u>(1)</u>	10/24/2013	Common Stock	663
Non-Qualified Stock Option (right to buy)	\$ 48.785	08/06/2007	M	700	<u>(1)</u>	10/24/2013	Common Stock	700
Non-Qualified Stock Option (right to buy)	\$ 48.785	08/06/2007	M	1,400	<u>(1)</u>	10/24/2013	Common Stock	1,400
Non-Qualified Stock Option (right to buy)	\$ 48.785	08/06/2007	M	8,481	<u>(1)</u>	10/24/2013	Common Stock	8,481

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Schappert John 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065			EVP & COO Central Dev Services	

## Signatures

By: Flora B. Lee, Attorney-in-Fact For: John Schappert  
08/07/2007

\_\_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) Option vests and becomes exercisable as to 24%, 12 months from vest date; then vests as to an additional 2% each month thereafter for 38 months

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

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.