#### **HUMBLE RODNEY**

Form 4

November 20, 2009

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

**OMB** 

Check this box if no longer subject to

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

3235-0287 Number: January 31, Expires:

2005

**OMB APPROVAL** 

Section 16. Form 4 or

**SECURITIES** 

Estimated average burden hours per

Form 5 obligations may continue. See Instruction

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

response... 0.5

1(b).

(Last)

(Print or Type Responses)

1. Name and Address of Reporting Person \* **HUMBLE RODNEY** 

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to Issuer

ELECTRONIC ARTS INC. [ERTS]

(Check all applicable)

(First)

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

Director 10% Owner X\_ Officer (give title Other (specify

**ELECTRONIC ARTS INC., 209** REDWOOD SHORES PKWY.

11/19/2009

below) EVP, EA Play Label

(Middle)

(Zip)

6. Individual or Joint/Group Filing(Check Applicable Line)

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

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

Person

below)

**REDWOOD CITY, CA 94065-1175** 

(State)

(Street)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)

(City)

2. Transaction Date 2A. Deemed (Month/Day/Year)

Execution Date, if

(Month/Day/Year)

3. 4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 3, 4 and 5) (Instr. 8)

5. Amount of Securities Beneficially Owned Following

6. Ownership 7. Nature of Form: Direct Indirect (D) or Indirect Beneficial Ownership (I) (Instr. 4) (Instr. 4)

Reported Transaction(s)

(A) Code V Amount (D) Price

(Instr. 3 and 4)

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

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

1. Title of Derivative Security

Conversion or Exercise

3. Transaction Date 3A. Deemed (Month/Day/Year) Execution Date, if

any

4. 5. Number of **Transaction**Derivative Code Securities Acquired 6. Date Exercisable and **Expiration Date** (Month/Day/Year)

7. Title and A Underlying S (Instr. 3 and 4

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr. 8)	(A) or Dis (D) (Instr. 3, 4	-			
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 46.52	11/19/2009		D		2,600	(2)	10/18/2014	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 49.71	11/19/2009		D		21,000	(3)	06/18/2017	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 50.8	11/19/2009		D		35,000	(3)	08/16/2017	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 51.64	11/19/2009		D		7,350	<u>(4)</u>	08/16/2016	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 52.03	11/19/2009		D		12,600	(3)	03/01/2016	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 55.17	11/19/2009		D		1,800	(2)	03/24/2015	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 64.92	11/19/2009		D		2,000	<u>(2)</u>	03/01/2015	Common Stock
Restricted Stock Units (5)	<u>(6)</u>	11/19/2009		A	838		<u>(7)</u>	11/10/2010	Common Stock
Restricted Stock Units (5)	<u>(6)</u>	11/19/2009		A	545		<u>(7)</u>	11/10/2010	Common Stock
Restricted Stock Units (5)	<u>(6)</u>	11/19/2009		A	526		<u>(7)</u>	11/10/2010	Common Stock
Restricted Stock Units (5)	<u>(6)</u>	11/19/2009		A	15,909		<u>(8)</u>	11/10/2011	Common Stock
Restricted Stock Units (5)	<u>(6)</u>	11/19/2009		A	9,545		<u>(8)</u>	11/10/2011	Common Stock

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Restricted Stock Units (5)	<u>(6)</u>	11/19/2009	A	2,940	(8)	11/10/2011	Common Stock
Restricted Stock Units (5)	<u>(6)</u>	11/19/2009	A	4,666	(8)	11/10/2011	Common Stock

# **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

HUMBLE RODNEY ELECTRONIC ARTS INC. 209 REDWOOD SHORES PKWY. REDWOOD CITY, CA 94065-1175

EVP, EA Play Label

### **Signatures**

Flora B. Lee, Attorney-in-Fact for: Rodney
Humble

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.
- 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).
- (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 100%, 12 months from November 10, 2009.
- (8) 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.

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.

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