

HUMBLE RODNEY  
Form 4  
November 20, 2009

**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 \*  
HUMBLE RODNEY

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

ELECTRONIC ARTS INC., 209  
REDWOOD SHORES PKWY.

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

11/19/2009

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

EVP, EA Play Label

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

REDWOOD CITY, CA 94065-1175

(City) (State) (Zip)

**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.

**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	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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Underlying Security (Instr. 3 and 4)
---------------------------------	---------------------------	--------------------------------------	-----------------------------------	---------------------	---	--	---

Edgar Filing: HUMBLE RODNEY - Form 4

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

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