

ELECTRONIC ARTS INC.  
Form 4  
May 20, 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 \*  
Bradshaw Lucy

(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)  
05/16/2015

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)  
SVP, Maxis Studio

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                    | 05/16/2015                           |  | M                              |   | 14,005  | A  | 107,495   |
| Common Stock                    | 05/16/2015                           |  | F                              |   | 5,257<br>(2)  | D  | \$ 62.875 102,238                                     |
| Common Stock                    | 05/17/2015                           |  | M                              |   | 16,667  | A  | 118,905   |
| Common Stock                    | 05/17/2015                           |  | F                              |   | 8,420<br>(2)  | D  | \$ 62.875 110,485                                     |
| Common Stock                    | 05/18/2015                           |  | M                              |   | 16,667  | A  | 127,152   |

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|              |            |   |                      |   |                             |         |   |
|--------------|------------|---|----------------------|---|-----------------------------|---------|---|
| Common Stock | 05/18/2015 | F | <u>8,697</u><br>(2)  | D | \$ 62.875                   | 118,455 | D |
| Common Stock | 05/18/2015 | M | 75,000               | A | <u>1</u>                    | 193,455 | D |
| Common Stock | 05/18/2015 | F | <u>39,136</u><br>(2) | D | \$ 62.875                   | 154,319 | D |
| Common Stock | 05/18/2015 | S | 15,000               | D | \$<br>63.0583<br><u>(3)</u> | 139,319 | D |
| Common Stock | 05/19/2015 | S | 15,127               | D | \$<br>62.7939<br><u>(4)</u> | 124,192 | 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.**

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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 Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                      | Amount or Number of Shares |
| Restricted Stock Units                     | <u>(1)</u>   | 05/18/2015                           |  | M                              | 16,667  | <u>(5)</u>   | 05/18/2015 <sup>(5)</sup>                                     | Common Stock               | 16,667                     |
| Restricted Stock Units                     | <u>(1)</u>   | 05/18/2015                           |  | M                              | 75,000  | <u>(5)</u>   | 05/18/2015 <sup>(5)</sup>                                     | Common Stock               | 75,000                     |
| Restricted Stock Units                     | <u>(1)</u>   | 05/17/2015                           |  | M                              | 16,667  | <u>(6)</u>   | 05/17/2016 <sup>(6)</sup>                                     | Common Stock               | 16,667                     |
| Restricted Stock Units                     | <u>(1)</u>   | 05/16/2015                           |  | M                              | 14,005  | <u>(6)</u>   | 05/16/2017 <sup>(6)</sup>                                     | Common Stock               | 14,005                     |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                   |       |
|---|---------------|-----------|-------------------|-------|
|   | Director      | 10% Owner | Officer           | Other |
| Bradshaw Lucy<br>209 REDWOOD SHORES PARKWAY<br>REDWOOD CITY, CA 94065 |               |           | SVP, Maxis Studio |       |

## Signatures

By: Remie Solano, Attorney-in-Fact For: Lucy  
Bradshaw 05/20/2015

\_\_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).
- (1) Each Restricted Stock Unit represents the right to receive, at settlement, one share of common stock. This transaction represents the settlement of Restricted Stock Units in shares of common stock on their scheduled vesting date.
- (2) Represents shares of common stock withheld to satisfy tax withholding requirements upon the vesting of this award.
- (3) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$62.80 to \$63.37. The Company 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.
- (4) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$62.65 to \$62.93. The Company 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.
- (5) This award was fully vested as of May 18, 2015.
- (6) This award has vested or will vest as to one-third of the restricted stock units on the 11-month, 23-month and 35-month anniversaries of the date of grant.

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.