

ELECTRONIC ARTS INC
Form 4
August 07, 2007

FORM 4

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

OMB APPROVAL

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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)
				(A) or (D)	Price		
Common Stock	08/06/2007		M	200	\$ 29.48	D	
Common Stock	08/06/2007		S	200	\$ 51.32	D	
Common Stock	08/06/2007		M	29,400	\$ 29.48	D	
Common Stock	08/06/2007		S	29,400	\$ 51.31	D	
Common Stock	08/06/2007		M	31,244	\$ 29.48	D	

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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.

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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
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.

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