

FLORIN GERHARD
Form 3
October 23, 2008

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â FLORIN GERHARD		(Month/Day/Year)	ELECTRONIC ARTS INC. [ERTS]	
(Last)	(First)	(Middle)	10/13/2008	
209 REDWOOD SHORES PARKWAY			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
REDWOOD CITY, Â CA Â 94065			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			EVP Western World Publishing	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	24,280	D	Â

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

SEC 1473 (7-02)

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) Title	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Non-Qualified Stock Option (right to buy)	Â (1)	06/20/2011	Common Stock	8,473	\$ 30.6	D	Â
Non-qualified Stock Option (right to buy)	Â (1)	10/07/2012	Common Stock	150,000	\$ 31.315	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	10/24/2013	Common Stock	120,000	\$ 48.785	D	Â
Non-Qualified Stock Option (right to buy)	Â (2)	03/01/2015	Common Stock	50,000	\$ 64.92	D	Â
Non-Qualified Stock Option (right to buy)	Â (3)	03/01/2015	Common Stock	75,000	\$ 64.92	D	Â
Non-Qualified Stock Option (right to buy)	Â (4)	09/02/2015	Common Stock	75,000	\$ 57.42	D	Â
Non-Qualified Stock Option (right to buy)	Â (2)	03/01/2016	Common Stock	35,000	\$ 52.03	D	Â
Non-Qualified Stock Option (right to buy)	Â (5)	08/16/2016	Common Stock	52,500	\$ 51.64	D	Â
Non-Qualified Stock Option (right to buy)	Â (2)	06/18/2017	Common Stock	35,000	\$ 49.71	D	Â
Restricted Stock Units	Â (6)	03/01/2009	Common Stock	2,500	\$ (7)	D	Â
Restricted Stock Units	Â (6)	08/16/2009	Common Stock	3,750	\$ (7)	D	Â
Restricted Stock Units	Â (9)	10/16/2009	Common Stock	10,000	\$ (7)	D	Â
Restricted Stock Units	Â (8)	06/16/2012	Common Stock	10,000	\$ (7)	D	Â
Restricted Stock Units	Â (8)	06/18/2011	Common Stock	3,750	\$ (7)	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FLORIN GERHARD 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065	Â	Â	Â EVP Western World Publishing	Â

Signatures

Flora B. Lee, Attorney-in-Fact for Gerhard
Florin

10/23/2008

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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 is fully vested.
- (2) Option vests over 50 months with a one year cliff.
- (3) Option vests 15% two years from grant date; 25% three years from grant date and 50% four years from grant date.
- (4) Option vests four years from date of grant.
- (5) Option vests 25% annually over four years.
- (6) Restricted Stock Units vest as to 25%, 12 months from grant date; then vest as to an additional 25%, 24 months from grant date; and then vest as to the remaining 50%, 36 months from grant date.
- (7) Each restricted stock unit represents a contingent right to receive one share of Electronic Arts common stock.
- (8) Restricted Stock Units vest as to 25% over 4 years from date of grant.
- (9) Restricted Stock Units vest as to 50% on September 16, 2008, and then vests as to the remaining 50% on October 16, 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.