ELECTRONIC ARTS INC.
Form 3
August 12, 2011

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 *
Â COTTLE BARRY L

(Last) (First) (Middle)

209 REDWOOD SHORES PARKWAY

(Street)

REDWOOD CITY,Â CAÂ 94065

(City) (State) (Zip)

2. Date of Event Requiring Statement (Month/Day/Year)
08/08/2011

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

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director
_____ 10% Owner
__X__ Officer (give title below)
_____ Other (specify below)
EVP, EA Interactive

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

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ 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	29,732	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)

	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Non-Qualified Stock Option (right to buy)	Â (1)	12/16/2018	Common Stock	60,000	$ 16.06	D	Â
Non-Qualified Stock Option (right to buy)	Â (2)	08/17/2019	Common Stock	50,000	$ 19.57	D	Â
Performance-based Restricted Stock Units (3)	Â (4)	05/16/2014	Common Stock	130,000 (3)	$ (5)	D	Â
Restricted Stock Units	Â (6)	08/16/2011	Common Stock	2,500	$ (7)	D	Â
Restricted Stock Units (8)	Â (9)	11/10/2011	Common Stock	15,909	$ (7)	D	Â
Restricted Stock Units	Â (6)	06/18/2012	Common Stock	1,250	$ (7)	D	Â
Restricted Stock Units	Â (10)	06/19/2012	Common Stock	3,000	$ (7)	D	Â
Restricted Stock Units	Â (10)	05/17/2013	Common Stock	60,000	$ (7)	D	Â
Restricted Stock Units	Â (6)	08/19/2013	Common Stock	12,375	$ (7)	D	Â
Restricted Stock Units	Â (10)	12/16/2013	Common Stock	50,000	$ (7)	D	Â
Restricted Stock Units	Â (11)	05/16/2014	Common Stock	65,000	$ (7)	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COTTLE BARRY L 209 REDWOOD SHORES PARKWAY REDWOOD CITY,Â CAÂ 94065	Â	Â	Â EVP, EA Interactive	Â

Signatures

By: Flora B. Lee, Attorney-in-Fact For: Barry L. Cottle	08/12/2011
**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 vests and becomes exercisable as to 25% on December 1, 2009, then vests as to an additional 25% on December 1, 2010 and then vests as to the remaining 50% on December 1, 2011.

(2) Option vests and becomes 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.

(3) Represents the maximum number of shares of Electronic Arts common stock that may be awarded upon the achievement of certain performance targets.

(4) Performance-based restricted stock units will vest subject to the terms and conditions of the grant agreement evidencing the award and the Company's 2000 Equity Incentive Plan. The performance terms are described in the Form 8-K filed with the SEC on June 1, 2011, as well as the accompanying form of grant agreement.

(5) Each performance-based restricted stock unit represents a contingent right to receive one share of Electronic Arts common stock.

(6) Restricted Stock Units vest as to 25% each year from grant date for 4 years.

(7) Each restricted stock unit represents a contingent right to receive one share of Electronic Arts common stock.

(8) Represents restricted stock units granted pursuant to Electronic Arts' offer to exchange described in Schedule TO-I, filed October 21, 2009 (the "Exchange Offer").

(9) 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.

(10) Restricted Stock Units vest as to one-third 12 months from the grant date; then vest as to an additional one-third 24 months from the grant date; and then vest as to the remaining one-third 36 months from the grant date.

(11) Restricted stock units vest as to one-third on May 16, 2012; then vest as to an additional one-third on May 16, 2013, and then vest as to the remaining one-third on May 16, 2014.

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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