

FLORIN GERHARD  
Form 4  
November 02, 2007

**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 \*  
FLORIN GERHARD

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)  
209 REDWOOD SHORES PARKWAY  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
11/01/2007

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP Publ. - Americas & Europe

REDWOOD CITY, CA 94065

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

(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 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	11/01/2007		M	4,459 A \$ 30.6	14,678	D	
Common Stock	11/01/2007		S	4,459 D \$ 60	10,219	D	
Common Stock	11/01/2007		M	600 A \$ 30.6	10,819	D	
Common Stock	11/01/2007		S	600 D \$ 61	10,219	D	
Common Stock	11/01/2007		M	541 A \$ 30.6	10,760	D	

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Common Stock	11/01/2007	S	541	D	\$ 60.01	10,219	D
Common Stock	11/01/2007	M	3,000	A	\$ 30.6	13,219	D
Common Stock	11/01/2007	S	3,000	D	\$ 61.01	10,219	D
Common Stock	11/01/2007	M	700	A	\$ 30.6	10,919	D
Common Stock	11/01/2007	S	700	D	\$ 61.02	10,219	D
Common Stock	11/01/2007	M	100	A	\$ 30.6	10,319	D
Common Stock	11/01/2007	S	100	D	\$ 61.025	10,219	D
Common Stock	11/01/2007	M	147	A	\$ 30.6	10,366	D
Common Stock	11/01/2007	S	147	D	\$ 61.03	10,219	D
Common Stock	11/02/2007	M	453	A	\$ 30.6	10,672	D
Common Stock	11/02/2007	S	453	D	\$ 61	10,219	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)
	\$ 30.6	11/01/2007		M	4,459	(1) 06/20/2011	Amount or Number of Shares 4,45

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Option Type	Exercise Price	Grant Date	Exercise Date	Quantity	Underlying	Expiration Date	Common Stock	Quantity
Non-Qualified Stock Option (right to buy)							Common Stock	
Non-Qualified Stock Option (right to buy)	\$ 30.6	11/01/2007	M	3,000	(2)	06/20/2011	Common Stock	3,000
Non-Qualified Stock Option (right to buy)	\$ 30.6	11/01/2007	M	700	(2)	06/20/2011	Common Stock	700
Non-Qualified Stock Option (right to buy)	\$ 30.6	11/01/2007	M	100	(2)	06/20/2011	Common Stock	100
Non-Qualified Stock Option (right to buy)	\$ 30.6	11/01/2007	M	600	(2)	06/20/2011	Common Stock	600
Non-Qualified Stock Option (right to buy)	\$ 30.6	11/02/2007	M	453	(2)	06/20/2011	Common Stock	453
Non-Qualified Stock Option (right to buy)	\$ 48.785	11/01/2007	M	147	(2)	10/24/2013	Common Stock	147
Non-Qualified Stock Option (right to buy)	\$ 49.71	11/01/2007	M	541	(2)	06/18/2017	Common Stock	541

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FLORIN GERHARD 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065			EVP Publ. - Americas & Europe	

## Signatures

By: Flora B. Lee, Attorney-in-Fact For: Gerhard Florin  
Date: 11/02/2007

\*\*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 is fully vested at time of exercise.

(2) Option is fully vested at time of exercise.

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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