

SEGERSTRALE KRISTIAN  
Form 4  
June 20, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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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 \*  
SEGERSTRALE KRISTIAN

(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)  
06/18/2012

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, Digital

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 Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------|
|                                 |                                      |                                                    |                                | (A) or (D)                                                        | Code V Amount (D) Price                                                             |                                                          |                                                                 |

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

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SEC 1474  
(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 | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of Derivative Securities | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Underlying (Instr. 3 and 4) |
|--------------------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|------------------------------------|----------------------------------------------------------|------------------------------------------|
|                                            |                           |                                      |                                   |                     |                                    |                                                          |                                          |

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|                                          | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | Acquired (A) or Disposed of (D) |                      | Date Exercisable | Expiration Date | Title        |
|------------------------------------------|------------------------------|------------------|------------|---------------------------------|----------------------|------------------|-----------------|--------------|
|                                          |                              |                  |            | (Instr. 3, 4, and 5)            | (Instr. 3, 4, and 5) |                  |                 |              |
|                                          |                              |                  | Code       | V                               | (A)                  | (D)              |                 |              |
| Performance-based Restricted Stock Units | (1)                          | 06/18/2012       | A          |                                 | 100,000<br>(2)       | (3)              | 05/18/2015      | Common Stock |

**Reporting Owners**

| Reporting Owner Name / Address                                               | Relationships |           |              |       |
|------------------------------------------------------------------------------|---------------|-----------|--------------|-------|
|                                                                              | Director      | 10% Owner | Officer      | Other |
| SEGERSTRALE KRISTIAN<br>209 REDWOOD SHORES PARKWAY<br>REDWOOD CITY, CA 94065 |               |           | EVP, Digital |       |

**Signatures**

By: Seema Bal, Attorney-in-Fact For: Kristian Segerstrale  
 Date: 06/20/2012

\_\_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 performance-based restricted stock unit represents a contingent right to receive one share of Electronic Arts common stock.
- (2) Represents the maximum number of shares of Electronic Arts common stock that may be awarded upon the achievement of certain performance targets.  
 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 11, 2012, as well as its accompanying form of grant agreement.
- (3) Company's 2000 Equity Incentive Plan. The performance terms are described in the Form 8-K filed with the SEC on June 11, 2012, as well as its accompanying form of grant agreement.

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.