

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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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 \*  
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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock	08/06/2007		M		27,000	A	\$ 48.785
					53,402		
Common Stock	08/06/2007		S		27,000	D	\$ 51.9
					26,402		
Common Stock	08/06/2007		M		27,000	A	\$ 48.785
					53,402		
Common Stock	08/06/2007		S		27,000	D	\$ 51.75
					26,402		
Common Stock	08/06/2007		M		663	A	\$ 48.785
					27,065		

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Common Stock	08/06/2007	S	663	D	\$ 51.58	26,402	D
Common Stock	08/06/2007	M	700	A	\$ 48.785	27,102	D
Common Stock	08/06/2007	S	700	D	\$ 51.55	26,402	D
Common Stock	08/06/2007	M	1,400	A	\$ 48.785	27,802	D
Common Stock	08/06/2007	S	1,400	D	\$ 51.53	26,402	D
Common Stock	08/06/2007	M	8,481	A	\$ 48.785	34,883	D
Common Stock	08/06/2007	S	8,481	D	\$ 51.51	26,402	D
Common Stock	08/06/2007	M	31,896	A	\$ 31.315	58,298	D
Common Stock	08/06/2007	S	31,896	D	\$ 51.51	26,402	D
Common Stock	08/06/2007	M	21,860	A	\$ 31.315	48,262	D
Common Stock	08/06/2007	S	21,860	D	\$ 51.5	26,402	D
Common Stock	08/06/2007	M	7,137	A	\$ 31.315	33,539	D
Common Stock	08/06/2007	S	7,137	D	\$ 51.39	26,402	D
Common Stock	08/06/2007	M	4,500	A	\$ 31.315	30,902	D
Common Stock	08/06/2007	S	4,500	D	\$ 51.38	26,402	D
Common Stock	08/06/2007	M	2,000	A	\$ 31.315	28,402	D
Common Stock	08/06/2007	S	2,000	D	\$ 51.37	26,402	D
Common Stock	08/06/2007	M	200	A	\$ 31.315	26,602	D
Common Stock	08/06/2007	S	200	D	\$ 51.36	26,402	D
Common Stock	08/06/2007	M	11,163	A	\$ 31.315	37,565	D
	08/06/2007	S	11,163	D	\$ 51.35	26,402	D

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Common Stock								
Common Stock	08/06/2007		M	21,244	A	\$ 31.315	47,646	D
Common Stock	08/06/2007		S	21,244	D	\$ 51.3225	26,402	D
Common Stock	08/06/2007		M	14,156	A	\$ 29.48	40,558	D
Common Stock	08/06/2007		S	14,156	D	\$ 51.3225	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 Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships		
	Director	10% Owner	Officer
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).

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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