

TOLEDANO GABRIELLE B
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
Estimated average burden hours per response... 0.5

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 *
TOLEDANO GABRIELLE B

2. Issuer Name and Ticker or Trading Symbol
ELECTRONIC ARTS INC. [EA]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
209 REDWOOD SHORES
PARKWAY

3. Date of Earliest Transaction
(Month/Day/Year)
06/16/2012

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP, HR & Corporate Services

(Street)
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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	06/16/2012		M	2,500 A \$ 116,147		D	
Common Stock	06/16/2012		F	1,168 (2) D \$ 12.44 114,979		D	
Common Stock	06/16/2012		M	5,075 A \$ 120,054		D	
Common Stock	06/16/2012		F	2,370 (2) D \$ 12.44 117,684		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.

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 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 Underlying (Instr. 3)
Performance-based Restricted Stock Units	(3)	06/18/2012		A	130,000 (4)	(5) 05/18/2015	Common Stock
Restricted Stock Units	(6)	06/16/2012		M	2,500	(1) 06/16/2012	Common Stock
Restricted Stock Units	(6)	06/16/2012		M	5,075	(1) 06/16/2012	Common Stock
Restricted Stock Units	(6)	06/18/2012		A	65,000	(7) 05/18/2015	Common Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TOLEDANO GABRIELLE B 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065			EVP, HR & Corporate Services	

Signatures

By: Remie Solano, Attorney-in-Fact For: Gabrielle B. Toledano

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) Upon vesting, each restricted stock unit was converted into an equivalent number of shares of common stock.
- (2) Represents shares of common stock withheld for tax purposes upon the vesting of restricted stock units.
- (3) Each performance-based restricted stock unit represents a contingent right to receive one share of Electronic Arts common stock.

Edgar Filing: TOLEDANO GABRIELLE B - Form 4

- (4) 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
- (5) 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.
- (6) Each restricted stock unit represents a contingent right to receive one share of Electronic Arts common stock.
- (7) Restricted stock units vest as to one-third on May 18, 2013; then vest as to an additional one-third on May 18, 2014, and then vest as to the remaining one-third on May 18, 2015.

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.