



**Electronic Arts Inc.**




**EA NASDAQ**

**Leisure Products**

Market Capitalization USD:

**\$6,747.23 mm**

**CONCERN LEVEL: AVERAGE**

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group. 
- 7 The company's dilution from equity incentives is 10 percent or less. 
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

**CEO: John Riccitiello**

**Age: 52**

**CEO Since: 2007**

	2009	2010	2011
<b>Base Salary</b>	\$793,749	\$800,000	\$865,538
<b>Discretionary Bonus</b>	\$0	\$0	\$0
<b>Annual Cash Incentive</b>	\$400,000	\$746,667	\$1,500,525
<b>Benefits and Perquisites</b>	\$1,308	\$1,308	\$2,589
<b>TOTAL ANNUAL COMPENSATION</b>	<b>\$1,195,057</b>	<b>\$1,547,975</b>	<b>\$2,368,652</b>
<b>Increase in Post-Retirement Benefits</b>	\$0	\$0	\$0
<b>Stock Option Awards</b>	\$0	\$1,002,287	\$0
<b>Stock Awards</b>	\$3,306,633	\$7,294,950	\$7,148,332
<b>TOTAL COMPENSATION</b>	<b>\$6,365,823</b>	<b>\$9,845,212</b>	<b>\$9,516,984</b>
<b>Median of Other Named Executive Officers Total Compensation</b>	\$5,910,620	\$5,910,620	\$6,970,793
<b>Value Realized on Exercise of Stock Option</b>	\$0	\$0	\$0
<b>Value Realized on Vesting of Stock</b>	\$0	\$0	\$4,521,781
<b>TOTAL REALIZED EQUITY COMPENSATION</b>	<b>\$0</b>	<b>\$0</b>	<b>\$4,521,781</b>

**Proxy Date:** 8 Jun 2012

**Annual Meeting Date:** 26 Jul 2012

**Equity Reserves:** 15.94%

**Stock Option Run Rate:** 0.15%

# Electronic Arts Inc.

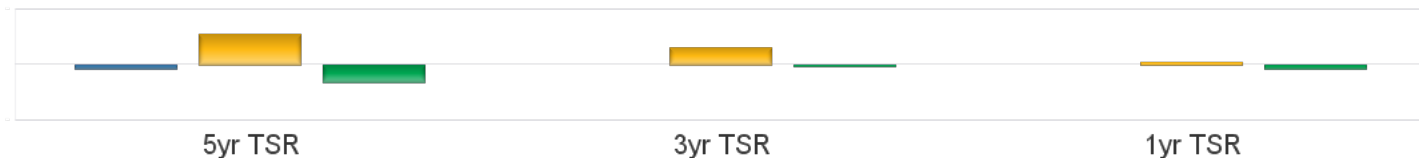
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## Performance Comparison

■ S&P500 ■ Industry ■ EA



## Peer Comparisons (TRBC) = Cyclical Consumer Goods / Services

### Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
EA	Electronic Arts Inc.	\$6,365,823	\$9,845,212	\$9,516,984	\$6,747,230,627
JWN	Nordstrom, Inc.	\$4,340,209	\$5,951,085	\$5,995,829	\$9,712,040,605
OMC	Omnicom Group Inc.	\$7,884,598	\$10,768,846	\$15,420,537	\$10,295,785,320
ORLY	O'Reilly Automotive, Inc.	\$3,541,095	\$4,896,696	\$3,696,252	\$9,057,934,394
GME	GameStop Corp.	\$4,313,153	\$5,271,951	\$5,875,380	\$3,212,719,540
HPT	Hospitality Properties Trust	\$98,340	\$145,965	\$184,990	\$2,620,933,409
HST	Host Hotels & Resorts, Inc.	\$4,632,913	\$7,538,424	\$9,920,909	\$7,725,197,921

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

### Pay Peer Group

Activision Blizzard, Adobe Systems, Discovery Communications, Hasbro, Take-Two Interactive, eBay, Lions Gate Entertainment, Mattel, THQ, Expedia, Warner Music Group, IAC/Interactive Corp., Intuit, Symantec, Yahoo!

### Performance Peer Group

NASDAQ-100

## COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Jav C. Hoag	Chairman	54	Male	1	Outside
Geraldine B. Lavbourne	Member	65	Female	4	Outside
Vivek Paul	Member	53	Male	7	Outside

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