

ELECTRONIC ARTS INC.  
Form FWP  
February 17, 2016

**Pricing Term Sheet**

**Filed Pursuant to Rule 433**

**Registration Statement No. 333-199995**

**Issuer Free Writing Prospectus dated February 17, 2016**

**Relating to Preliminary Prospectus Supplement dated February 17, 2016**

**ELECTRONIC ARTS INC.**

Pricing Term Sheet

**Issuer:** Electronic Arts Inc.  
**Ticker:** EA  
**Expected Ratings (Moody s/S&P/Fitch)\*:** Baa2/BBB-/BBB  
**Security Type:** SEC Registered  
**Trade Date:** February 17, 2016  
**Settlement Date\*\*:** February 24, 2016 (T+5)  
**Minimum Denominations:** \$2,000 and multiples of \$1,000 in excess thereof  
**Day Count:** 30/360

3.700% Senior Notes due 2021

**Principal Amount:** \$600,000,000  
**Maturity Date:** March 1, 2021  
**Coupon:** 3.700%  
**Public Offering Price:** 99.850% of the Principal Amount  
**Net Proceeds (Before Expenses):** \$595,500,000  
**Benchmark Treasury:** UST 1.375% due January 31, 2021  
**Benchmark Treasury Price/Yield:** 100-14/1.283%  
**Spread to Benchmark Treasury:** 2.450%  
**Yield to Maturity:** 3.733%  
**Interest Payment Dates:** March 1 and September 1, commencing September 1, 2016  
**Make-Whole Call:** At any time prior to February 1, 2021, at a discount rate of Treasury plus 40 basis points  
**Par Call:** On or after February 1, 2021  
**CUSIP:** 285512 AC3  
**ISIN:** US285512AC38

4.800% Senior Notes due 2026

**Principal Amount:** \$400,000,000

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|                                        |                                                       |
|----------------------------------------|-------------------------------------------------------|
| <b>Maturity Date:</b>                  | March 1, 2026                                         |
| <b>Coupon:</b>                         | 4.800%                                                |
| <b>Public Offering Price:</b>          | 99.669% of the Principal Amount                       |
| <b>Net Proceeds (Before Expenses):</b> | \$396,076,000                                         |
| <b>Benchmark Treasury:</b>             | UST 1.625% due February 15, 2026                      |
| <b>Benchmark Treasury Price/Yield:</b> | 98-01/1.842%                                          |
| <b>Spread to Benchmark Treasury:</b>   | 3.000%                                                |
| <b>Yield to Maturity:</b>              | 4.842%                                                |
| <b>Interest Payment Dates:</b>         | March 1 and September 1, commencing September 1, 2016 |

|                                     |                                                                                                                                                                      |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Make-Whole Call:</b>             | At any time prior to December 1, 2025, at a discount rate of Treasury plus 45 basis points                                                                           |
| <b>Par Call:</b>                    | On or after December 1, 2025                                                                                                                                         |
| <b>CUSIP:</b>                       | 285512 AD1                                                                                                                                                           |
| <b>ISIN:</b>                        | US285512AD11                                                                                                                                                         |
| <b>Joint Book-Running Managers:</b> | J.P. Morgan Securities LLC<br><br>Merrill Lynch, Pierce, Fenner & Smith<br><br>Incorporated<br><br>BNP Paribas Securities Corp.<br><br>Citigroup Global Markets Inc. |
| <b>Co-Managers:</b>                 | Morgan Stanley & Co. LLC<br>Mitsubishi UFJ Securities (USA), Inc.<br><br>Scotia Capital (USA) Inc.<br><br>U.S. Bancorp Investments, Inc.                             |

\* **Note: A securities rating is not a recommendation to buy, sell or hold securities and may be revised or withdrawn at any time.**

\*\* **Under Rule 15c6-1 of the Securities Exchange Act of 1934, as amended, trades in the secondary market are required to settle in three business days, unless the parties to a trade expressly agree otherwise. Accordingly, purchasers who wish to trade notes on the date of pricing or the next succeeding business day will be required, by virtue of the fact that the notes initially will settle in T+5, to specify alternative settlement arrangements to prevent a failed settlement.**

**The issuer has filed a registration statement (including a prospectus) and a preliminary prospectus supplement with the Securities and Exchange Commission (the SEC) for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement, the related preliminary prospectus supplement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC web site at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling J.P. Morgan Securities LLC at (212) 834-4533, Merrill Lynch, Pierce, Fenner & Smith Incorporated toll free at (800) 294-1322, BNP Paribas Securities Corp. toll free at (800) 854-5674, Citigroup Global Markets Inc. toll free at (800) 831-9146 or Morgan Stanley & Co. LLC toll free at (866) 718-1649.**