

SCHEDULE 11

NOTIFICATION OF INTERESTS OF DIRECTORS AND CONNECTED PERSONS

1. Name of company

PEARSON PLC

2. Name of director

JOHN MAKINSON

3. Please state whether notification indicates that it is in respect of holding of the shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18 or in respect of a non-beneficial interest

DIRECTORS OWN HOLDING

4. Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them (if notified)

AS IN (2) ABOVE

5. Please state whether notification relates to a person(s) connected with the director named in 2 above and identify the connected person(s)

NOT APPLICABLE

6. Please state the nature of the transaction. For PEP transactions please indicate whether general/single co PEP and if discretionary/non discretionary

EXERCISE OF EXECUTIVE SHARE OPTIONS

7. Number of shares / amount of stock acquired

20,160

8. Percentage of issued class

0.0025%

9. Number of shares/amount of stock disposed

20,160

10. Percentage of issued class

0.0025%

11. Class of security

ORDINARY SHARES OF 25P EACH

12. Price per share

486.7p EXERCISE PRICE

642p DISPOSAL PRICE

13. Date of transaction

13 APRIL 2005

14. Date company informed

13 APRIL 2005

15. Total holding following this notification

124,127 ORDINARY SHARES OF 25P EACH

16. Total percentage holding of issued class following this notification

0.01545%

If a director has been granted options by the company please complete the following boxes.

17. Date of grant

N/A

18. Period during which or date on which exercisable

N/A

19. Total amount paid (if any) for grant of the option

N/A

20. Description of shares or debentures involved: class, number

N/A

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at time of exercise

N/A

22. Total number of shares or debentures over which options held following this notification

N/A

23. Any additional information

N/A

24. Name of contact and telephone number for queries

ANDY WILKINSON 0207 010 2252

25. Name and signature of authorised company official responsible for making this notification

STEPHEN JONES

Date of Notification

13 APRIL 2005

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