

## **Pearson plc – Notification of Directors' Interests**

Pearson operates the Annual Bonus Share Matching Plan (the "Plan") whereby executive directors and certain senior executives are able to elect to invest their annual bonus in ordinary shares in the Company ("Shares"). The participant is then entitled to receive, after tax thereon, one additional Share free of charge for every Share left in trust for five years (or half that number of additional Shares after three years). Entitlement to the additional Shares is dependent on Pearson satisfying a corporate performance target and will normally be lost if the participant leaves Pearson's employment.

The director named below has informed the Company on 15 April 2005 that they have purchased Shares in order to participate in the Plan in respect of their annual bonus for 2004. The purchase price for these Shares was 633.0p per share.

<b>Director</b>	<b>Shares Purchased</b>	<b>Resultant Holding</b>	<b>Percentage Holding</b>
R A Fairhead	11,848	27,508	0.00342%