

14 July 2006

RNS
The London Stock Exchange
Old Broad Street
London
EC2N 1HP

AVS No: 712447

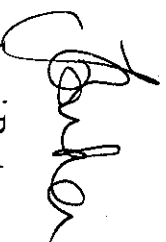
Dear Sirs

Notification of Change in Interest in Shares

We write in accordance with rule 9.12, under the continuing obligations section of the Listing Rules, to notify you that on 14 July 2006 we received information that, pursuant to section 198 of the Companies Act 1985, the shareholding of The Capital Group Companies, Inc., which equals 23,968,965 shares, now represents 2.979% of the issued ordinary share capital of Pearson plc.

The registered holders of the shares are listed on the schedule attached to this fax.

Yours faithfully


Jenni Burton
Assistant Company Secretary

198/90/1

To: Pearson plc
80 Strand
London WC2R 0RL, UK

Date: 11 July 2006

SECTION 198 NOTIFICATION
Notification of Decrease

This Notice is given by The Capital Group Companies, Inc. on behalf of its affiliates, including Capital Research and Management Company, Capital International, Inc., Capital International S.A., Capital International Limited, and Capital Guardian Trust Company, pursuant to Section 198 of the Companies Act 1985.

The interest in the relevant share capital indicated below arises by virtue of holdings attributed to the Companies (see Schedule A). These holdings form part of funds managed on behalf of investment clients by the Companies.

Share capital to which this relates:

Ordinary Shares (804,558,975 shares outstanding)

Number of shares in which the Companies have an interest:

23,968,965

Name(s) of registered holder(s):

See Schedule B

Indicate below arises by virtue of holdings in the following form part of funds

As of 11 July 2008

Pearson plcThe Capital Group Companies, Inc. ("CG") holdingsHoldings by CG Management Companies and Funds:

	<u>Number of Shares</u>	<u>Percent of Outstanding</u>
• Capital Guardian Trust Company	11,211,857	1.394%
• Capital International Limited	4,230,886	0.526%
• Capital International S.A.	1,252,293	0.156%
• Capital International, Inc.	199,657	0.025%
• Capital Research and Management Company	7,074,272	0.879%

Schedule A

Schedule of holdings in Pearson plc
As of 11 July 2006

Capital Guardian Trust Company

<u>Registered Name</u>	<u>Local Shares</u>
State Street Nominees Limited Canary Wharf 27th Floor, 1 Canada Square London E14 5AF UK	1,468,214
Bank of New York Nominees Bank of New York 3 Birchlin Lane London EC3V 9BY UK	451,178
Northern Trust c/o NorTrust Nominees Limited 155 Bishopsgate London EC2M 3XS UK	132,400
Chase Nominees Limited Woodgate House Coleman Street London EC2P 2HD UK	4,694,197
BT Globenet Nominees Ltd. 1 Appold Street Broadgate London EC2A 2HE UK	243,935
Midland Bank plc 5 Laurence Poutney Hill EC4R 0E, United Kingdom	757,710
Cede & Co. 55 Water Street New York, NY 10006	101,800
Bankers Trust 59 1/2 Southmark Street 2nd Floor London SE1 0HH UK	468,200

Barclays Bank
Barclays Global Securities Services
8 Angel Court
London EC2R 7HT
UK

13,200

Brown Bros.
One Mellon Bank Center
Pittsburgh, PA 15258

19,537

Northtrust Nominees
155 Bishopsgate
London EC2M 3XS
United Kingdom

1,743,989

MSS Nominees Limited
Midland Bank plc
Mariner House, Pepys
London EC3N 4DA

22,600

State Street Bank & Trust Co.

2,800

New Account
Nominee Information
Not Available

78,416

Citibank NA
Toronto

21,500

Mellon Bank N.A.
London Branch
London
United Kingdom

14,500

ROY Nominees Limited
71N Queen Victoria Street
London EC4V 4DE
United Kingdom

15,400

Mellon Nominees (UK) Limited
150 Buchanan Street
Glasgow G1 2DY
United Kingdom

389,114

HSBC
2 Leboh Ampang
50100 Kuala Lumpur, Malaysia

17,400

JP Morgan Chase Bank

555,767

TOTAL

11,211,857

TOTAL

Capital International Limited

<u>Registered Name</u>	<u>Local Shares</u>
State Street Nominees Limited Canary Wharf 27th Floor, 1 Canada Square London E14 5AF UK	53,100
Bank of New York Nominees Bank of New York 3 Birchin Lane London EC3V 9BY UK	1,002,954
Northern Trust c/o NorTrust Nominees Limited 155 Bishopsgate London EC2M 3XS UK	706,938
Chase Nominees Limited Woolgate House Coleman Street London EC2P 2HD UK	897,165
Midland Bank plc 5 Laurence Pouney Hill EC4R 0E, United Kingdom	40,500
Bankers Trust 59 1/2 Southmark Street 2nd Floor London SE1 0HH UK	80,000
Barclays Bank Barclays Global Securities Services 8 Angel Court London EC2R 7HT UK	33,300
Morgan Guaranty 83 Pall Mall London SW1Y 5ES UK	86,900

Northrust Nominees
155 Bishopsgate
London EC2M 3XS
United Kingdom

441,125

State Street Bank & Trust Co.

161,600

Citibank NA
Toronto

9,200

Deutsche Bank AG
23 Great Winchester Street
London EC2P 2AX
United Kingdom

33,400

Chase Manhattan Nominee Ltd.
Australia

52,000

HSBC Bank plc
Securities Services, Mariner House
Peeps Street
London EC3N 4DA

186,500

Mellon Bank N.A.
London Branch
London
United Kingdom

69,300

Northern Trust AVFC
South Africa

81,049

KAS UK
Kass Associate
P.O Box 178
1000 AD Amsterdam

25,689

Bank One London

38,600

HSBC
2 Leboh Ampang
50100 Kuala Lumpur, Malaysia

5,100

JP Morgan Chase Bank

27,500

Raiffeisen Zentral Bank
AM Stadtpark 9
1030 Vienna
Austria

110,700

Fortis Bank

8,300

Metzler Seel Sohn & Co.

44,100

Nordea Bank
DNK
Copenhagen V
DK 1785

26,566

Bayerische Hypo Und Vereinsbank AG

9,300

TOTAL

4,230,886

Capital International S.A.

<u>Registered Name</u>	<u>Local Shares</u>
State Street Nominees Limited Canary Wharf 27th Floor, 1 Canada Square London E14 5AF UK	6,636
Bank of New York Nominees Bank of New York 3 Birchin Lane London EC3V 9BY UK	4,800
Chase Nominees Limited Woodgate House Coleman Street London EC2P 2HD UK	103,150
Midland Bank plc 5 Laurence Pountney Hill EC4R 0E, United Kingdom	16,000
Barclays Bank Barclays Global Securities Services 8 Angel Court London EC2R 7HT UK	12,800
Nortrust Nominees 155 Bishopsgate London EC2M 3XS United Kingdom	9,300
Morgan Stanley	7,300
J.P. Morgan	812,883

State Street Bank & Trust Co.

40,252

Lloyds Bank
Central Settlement Section
Branches Stock Office
34 Threadneedle Street
London EC2R 8AZ

6,400

HSBC Bank plc
Securities Services, Mariner House
Pepys Street
London EC3N 4DA

109,900

JP Morgan Chase Bank

16,700

Lombard Odier Et Cie, Geneva
Geneva, Switzerland

92,772

Metzler Seel Sohn & Co.

13,400

TOTAL 1,252,293

Capital International, Inc.

<u>Registered Name</u>	<u>Local Shares</u>
State Street Nominees Limited Canary Wharf 27th Floor, 1 Canada Square London E14 5AF UK	28,000
Midland Bank plc 5 Laurence Poutney Hill EC4R 0E, United Kingdom	17,100
Bankers Trust 59 1/2 Southmark Street 2nd Floor London SE1 0HH UK	7,700
Northrust Nominees 155 Bishopsgate London EC2M 3XS United Kingdom	87,057
State Street Bank & Trust Co.	50,500
HSBC Bank plc Securities Services, Mariner House Peeps Street London EC3N 4DA	9,300
TOTAL	199,657

Capital Research and Management Company

<u>Registered Name</u>	<u>Local Shares</u>
State Street Nominees Limited Canary Wharf 27th Floor, 1 Canada Square London E14 5AF UK	750,000
Chase Nominees Limited Woodgate House Coleman Street London EC2P 2HD UK	6,324,272

TOTAL **7,074,272**

TOTAL