

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS
DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS**

This form is intended for use by an *issuer* to make a *RIS* notification required by *DR 3.14R(1)*.

- (1) An *issuer* making a notification in respect of a transaction relating to the *shares* or debentures of the *issuer* should complete boxes 1 to 16, 23 and 24.
- (2) An *issuer* making a notification in respect of a derivative relating the *shares* of the *issuer* should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An *issuer* making a notification in respect of options granted to a *director/person discharging managerial responsibilities* should complete boxes 1 to 3 and 17 to 24.
- (4) An *issuer* making a notification in respect of a *financial instrument* relating to the *shares* of the *issuer* (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

Please complete all relevant boxes should in block capital letters.

1.	Name of the <i>issuer</i> PEARSON PLC	2.	State whether the notification relates to (i) a transaction notified in accordance with <i>DR 3.1.4R(1)(a)</i> (ii) <i>DR 3.1.4(R)(1)(b)</i> a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or (iii) both (i) and (ii) BOTH (i) AND (ii)
3.	Name of <i>person discharging managerial responsibilities/director</i> DAVID BELL	4.	State whether notification relates to a <i>person</i> connected with a <i>person discharging managerial responsibilities/director</i> named in 3 and identify the <i>connected person</i> N/A
5.	Indicate whether the notification is in respect of a holding of the <i>person</i> referred to in 3 or 4 above or in respect of a non-beneficial interest ¹ HOLDING	6.	Description of <i>shares</i> (including <i>class</i>), debentures or derivatives or financial instruments relating to <i>shares</i> ORDINARY SHARES OF 25P EACH
7.	Name of registered shareholder(s) and, if more than one, the number of <i>shares</i> held by each of them DAVID BELL	8.	State the nature of the transaction REINVESTMENT OF DIVIDEND THROUGH THE COMPANY'S DIVIDEND REINVESTMENT PLAN
9.	Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> acquired 1,479 SHARES	10.	Percentage of issued <i>class</i> acquired (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage) 0.00018%
11.	Number of <i>shares</i> , debentures or financial instruments relating to	12.	Percentage of issued <i>class</i> disposed (<i>treasury shares</i> of that <i>class</i> should not be taken into

	<i>shares</i> disposed N/A		account when calculating percentage) N/A
13.	Price per <i>share</i> or value of transaction 749.5357p	14.	Date and place of transaction 22 SEPTEMBER 2006 LONDON
15.	Total holding following notification and total percentage holding following notification (any <i>treasury shares</i> should not be taken into account when calculating percentage) 112,795 0.01400%	16.	Date issuer informed of transaction 25 SEPTEMBER 2006

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

17.	Date of grant N/A	18.	Period during which or date on which it can be exercised N/A
19.	Total amount paid (if any) for grant of the option N/A	20.	Description of <i>shares</i> or debentures involved (<i>class</i> and number) N/A
21.	Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise N/A	22.	Total number of <i>shares</i> or debentures over which options held following notification N/A
23.	Any additional information N/A	24.	Name of contact and telephone number for queries: JENNIFER BURTON, ASSISTANT SECRETARY, 020 7010 2256

Name and signature of duly authorised officer of issuer responsible for making notification

JENNIFER BURTON

ASSISTANT SECRETARY

Date of notification 26 SEPTEMBER 2006

Please complete all relevant boxes should in block capital letters.

1.	Name of the <i>issuer</i> PEARSON PLC	2.	State whether the notification relates to (i) a transaction notified in accordance with <i>DR 3.1.4R(1)(a)</i> (ii) <i>DR 3.1.4(R)(1)(b)</i> a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or (iv) both (i) and (ii) BOTH (i) AND (ii)
3.	Name of <i>person discharging managerial responsibilities/director</i> JOHN MAKINSON	4.	State whether notification relates to a <i>person</i> connected with a <i>person discharging managerial responsibilities/director</i> named in 3 and identify the <i>connected person</i> N/A
5.	Indicate whether the notification is in respect of a holding of the <i>person</i> referred to in 3 or 4 above or in respect of a non-beneficial interest ¹ HOLDING	6.	Description of <i>shares</i> (including <i>class</i>), debentures or derivatives or financial instruments relating to <i>shares</i> ORDINARY SHARES OF 25P EACH
7.	Name of registered shareholder(s) and, if more than one, the number of <i>shares</i> held by each of them JOHN MAKINSON	8.	State the nature of the transaction REINVESTMENT OF DIVIDEND THROUGH THE COMPANY'S DIVIDEND REINVESTMENT PLAN
9.	Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> acquired 2,162 SHARES	10.	Percentage of issued <i>class</i> acquired (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage) 0.00027%
11.	Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> disposed N/A	12.	Percentage of issued <i>class</i> disposed (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage) N/A
13.	Price per <i>share</i> or value of transaction 749.5357p	14.	Date and place of transaction 22 SEPTEMBER 2006 LONDON

15.	Total holding following notification and total percentage holding following notification (any <i>treasury shares</i> should not be taken into account when calculating percentage)	16.	Date issuer informed of transaction
	163,149 0.02025%		25 SEPTEMBER 2006

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

17.	Date of grant	18.	Period during which or date on which it can be exercised
	N/A		N/A
19.	Total amount paid (if any) for grant of the option	20.	Description of <i>shares</i> or debentures involved (<i>class</i> and number)
	N/A		N/A
21.	Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise	22.	Total number of <i>shares</i> or debentures over which options held following notification
	N/A		N/A
23.	Any additional information	24.	Name of contact and telephone number for queries: JENNIFER BURTON, ASSISTANT SECRETARY, 020 7010 2256
	N/A		

Name and signature of duly authorised officer of issuer responsible for making notification

JENNIFER BURTON

ASSISTANT SECRETARY

Date of notification 26 SEPTEMBER 2006

Please complete all relevant boxes should in block capital letters.

1.	Name of the <i>issuer</i> PEARSON PLC	2.	State whether the notification relates to (i) a transaction notified in accordance with DR 3.1.4R(1)(a) (ii) DR 3.1.4(R)(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or (v) both (i) and (ii) BOTH (i) AND (ii)
3.	Name of <i>person discharging managerial responsibilities/director</i> ROBIN FREESTONE	4.	State whether notification relates to a <i>person</i> connected with a <i>person discharging managerial responsibilities/director</i> named in 3 and identify the <i>connected person</i> N/A
5.	Indicate whether the notification is in respect of a holding of the <i>person</i> referred to in 3 or 4 above or in respect of a non-beneficial interest ¹ HOLDING	6.	Description of <i>shares</i> (including <i>class</i>), debentures or derivatives or financial instruments relating to <i>shares</i> ORDINARY SHARES OF 25P EACH
7.	Name of registered shareholder(s) and, if more than one, the number of <i>shares</i> held by each of them ROBIN FREESTONE	8.	State the nature of the transaction REINVESTMENT OF DIVIDEND THROUGH THE COMPANY'S DIVIDEND REINVESTMENT PLAN
9.	Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> acquired 28 SHARES	10.	Percentage of issued <i>class</i> acquired (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage) 0.0000035%
11.	Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> disposed N/A	12.	Percentage of issued <i>class</i> disposed (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage) N/A
13.	Price per <i>share</i> or value of transaction 749.5357p	14.	Date and place of transaction 22 SEPTEMBER 2006 LONDON

15.	Total holding following notification and total percentage holding following notification (any <i>treasury shares</i> should not be taken into account when calculating percentage)	16.	Date issuer informed of transaction
	2,089 0.00026%		25 SEPTEMBER 2006

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

17.	Date of grant	18.	Period during which or date on which it can be exercised
	N/A		N/A
19.	Total amount paid (if any) for grant of the option	20.	Description of <i>shares</i> or debentures involved (<i>class</i> and number)
	N/A		N/A
21.	Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise	22.	Total number of <i>shares</i> or debentures over which options held following notification
	N/A		N/A
23.	Any additional information	24.	Name of contact and telephone number for queries: JENNIFER BURTON, ASSISTANT SECRETARY, 020 7010 2256
	N/A		

Name and signature of duly authorised officer of issuer responsible for making notification

JENNIFER BURTON

ASSISTANT SECRETARY

Date of notification 26 SEPTEMBER 2006