

TR-1(i): NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached (ii):

PEARSON PLC

2. Reason for the notification (please place an X inside the appropriate bracket/s):

An acquisition or disposal of voting rights: ()

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ()

An event changing the breakdown of voting rights: ()

Other (please specify) : (X)

DISCLOSURE AND TRANSPARENCY RULES (TRANSITIONAL PROVISION 7)

3. Full name of person(s) subject to the notification obligation (iii):

TEMPLETON GLOBAL ADVISORS LIMITED

4. Full name of shareholder(s) (if different from 3.) (iv):

BANK OF NEW YORK

EUROCLEAR

HSBC BANK PLC

JP MORGAN CHASE BANK

MELLON BANK

MERRILL LYNCH INTL. LTD

ROYAL TRUST CORP. OF CANADA

STATE STREET BANK

5. Date of the transaction (and date on which the threshold is crossed or reached if different) (v):

N/A

6. Date on which issuer notified:

2/3/07

7. Threshold(s) that is/are crossed or reached:

ABOVE 3%

8. Notified details:

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A: Voting rights attached to shares

Class/type of shares if possible using the ISIN CODE	Situation previous to the Triggering transaction (vi)	
	Number of shares	Number of voting Rights (viii)

GBP ORD 0.25

Resulting situation after the triggering transaction (vii)

Class/type of shares if possible using the ISIN CODE	Number of shares	Number of voting rights (ix)		% of voting rights	
	Direct	Direct (x)	Indirect (xi)	Direct	Indirect
GBP ORD 0.25 ISIN:GB0006776081			60,459,554		7.50%

B: Financial Instruments

Resulting situation after the triggering transaction (xii)

Type of financial instrument	Expiration Date (xiii)	Exercise/Conversion Period/ Date (xiv)	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
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Total (A+B)

Number of voting rights	% of voting rights
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60,459,554

7.50

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable (xv):

Proxy Voting:

10. Name of the proxy holder:

N/A

11. Number of voting rights proxy holder will cease to hold:

N/A

12. Date on which proxy holder will cease to hold voting rights:

N/A

13. Additional information:

14. Contact name:

LORI A WEBER
ASSISTANT SECRETARY, FRANKLIN RESOURCES, INC

15. Contact telephone number:

001 954 847 2283