

Pearson plc

(the *Company*)

Restricted Share Awards Granted on 24 September 2004

On 24 September 2007, Robin Freestone exercised a right to call for 5000 shares under a restricted share award granted to him on 24 September 2004. This award vested in full on the third anniversary of the date of his employment by the Company.

2,050 shares were sold on 24 September 2007 at a price of 750.0905 pence per share in order to discharge tax and social security liabilities on the shares received, leaving 2,950 shares retained after tax.

This brings Robin Freestone's total shareholding to 7930 ordinary shares which is 0.00098% of the issued share capital of the Company.