



Financial Services Authority

**TR-1: NOTIFICATION OF MAJOR INTERESTS IN SHARES**

|  |   |
|--|---|
| <b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>                                    | Pearson PLC   |
| <b>2. Reason for notification (yes/no)</b>   |   |
| An acquisition or disposal of voting rights  | <b>Yes</b>  |
| 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): _____  |   |
| <b>3. Full name of person(s) subject to the notification obligation:</b>   | Legal & General Group Plc (L&G)                               |
| <b>4. Full name of shareholder(s) (if different from 3.):</b>  | Legal & General Assurance (Pensions Management) Limited (PMC) |
| <b>5. Date of the transaction</b> (and date on which the threshold is crossed or reached if different):  | 17/10/2007  |
| <b>6. Date on which issuer notified:</b>   | 29/10/2007  |
| <b>7. Threshold(s) that is/are crossed or reached:</b>   | From 3% - 4%(L&G)   |

**8. Notified details:**

**A: Voting rights attached to shares**

| Class/type of shares<br><br>if possible using the ISIN CODE | Situation previous to the Triggering transaction |                         | Resulting situation after the triggering transaction |                         |          |                    |          |
|---|--|-------------------------|--|-------------------------|----------|--------------------|----------|
|   | Number of Shares                                 | Number of Voting Rights | Number of shares                                     | Number of voting rights |          | % of voting rights |          |
|   |  |                         |  | Direct                  | Indirect | Direct             | Indirect |
| ORD GBP0.25   | 32,263,307                                       | 32,263,307              | 33,336,528   | 33,336,528              |          | 4.12               |          |

| B: Financial Instruments                             |                 |                                   |   |                    |
|--|-----------------|-----------------------------------|---|--------------------|
| Resulting situation after the triggering transaction |                 |                                   |   |                    |
| Type of financial instrument                         | Expiration date | Exercise/ Conversion Period/ Date | Number of voting rights that may be acquired if the instrument is exercised/ converted. | % of voting rights |
|  |                 |                                   |   |                    |

| Total (A+B)             |                    |
|-------------------------|--------------------|
| Number of voting rights | % of voting rights |
| 33,336,528              | 4.12               |

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

|  |  |
|--|--|
| Legal & General Group Plc (Direct and Indirect) (Group)  |  |
| Legal & General Investment Management (Holdings) Limited (LGIMH) (Direct and Indirect)               |  |
| Legal & General Investment Management Limited (Indirect) (LGIM)                                      |  |
| Legal & General Group Plc (Direct) (L&G) (33,336,528 - 4.12% = LGAS, LGPL & PMC)                     |  |
| Legal & General Investment Management (Holdings) Limited (Direct) (LGIMHD) (28,944,881- 3.58% = PMC) | Legal & General Insurance Holdings Limited (Direct) (LGIH) |
| Legal & General Assurance (Pensions Management) Limited (PMC) (28,944,881- 3.58% = PMC)              | Legal & General Assurance Society Limited (LGAS & LGPL)    |
|  | Legal & General Pensions Limited (Direct) (LGPL)           |

|   |     |
|---|-----|
| <b>Proxy Voting:</b>  |     |
| <b>10. Name of the proxy holder:</b>                                    | N/A |
| <b>11. Number of voting rights proxy holder will cease to hold:</b>     | N/A |
| <b>12. Date on which proxy holder will cease to hold voting rights:</b> | N/A |

|                                    |   |
|------------------------------------|---|
| <b>13. Additional information:</b> | <p>Notification using the total voting rights figure of 807,954,077</p> <p>Please note this notification has been delayed due to the large number of disclosures required following a substantial amount of new business which has come to us in the form of an in-specie transfer.</p> |
| <b>14. Contact name:</b>           | Helen Lewis (LGIM)  |

**15. Contact telephone number:**

020 3124 3851

|  |
|--|
|  |
|--|