

TR-1ⁱ: NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attachedⁱⁱ:	Pearson plc
2. Reason for the notification (please tick the appropriate box or boxes)	
An acquisition or disposal of voting rights	<input checked="" type="checkbox"/>
An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
An event changing the breakdown of voting rights	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>
3. Full name of person(s) subject to the notification obligationⁱⁱⁱ:	Aviva plc & its subsidiaries
4. Full name of shareholder(s) (if different from 3.)^{iv}:	Registered Holder: BNY Norwich Union Nominees Limited 6,697,515* BT Globenet Nominees Limited 9,588* Chase GA Group Nominees Limited 17,355,318* Chase Nominees Limited 1,486,793* CUIM Nominee Limited 4,905,483*

	<p>Triodos SICAV I Values Equity Fund 6,000*</p> <p>Vidacos Nominees Limited 178,578*</p> <p>* denotes direct interest</p> <p>R C Greig Nominees Limited 1,450</p> <p>BONY Londres IIS 189,893</p> <p>Chase Nominees Limited 3,866,008</p> <p>Delta Lloyd Institutionale Sustainable Futures Fund 70,234</p> <p>Triodos Meerwaarde Aandelen Fonds 70,000</p> <p>Triodos Meerwaarde Mixfonds 12,000</p> <p>Vidacos Nominees Limited 6,452,855</p>
5. Date of the transaction (and date on which the threshold is crossed or reached if different) ^v :	05 March 2008
6. Date on which issuer notified:	06 March 2008
7. Threshold(s) that is/are crossed or reached:	4% to 5% change at Combined Interest Level
8. Notified details:	

A: Voting rights attached to shares

Class/type of shares if possible using the ISIN CODE	Situation previous to the Triggering transaction ^{vi}		Resulting situation after the triggering transaction ^{vii}				
	Number of Shares	Number of Voting Rights ^{viii}	Number of shares	Number of voting rights ^{ix}		% of voting rights	
			Direct	Direct ^x	Indirect ^{xi}	Direct	Indirect
Ordinary Shares GB0006776081	40,126,002	40,126,002	30,639,275	30,639,275	10,662,440	3.79%	1.32%

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
N/A				

Total (A+B)

Number of voting rights	% of voting rights
41,301,715	5.11%

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

See Section 4

Proxy Voting:

10. Name of the proxy holder:

See Section 4

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

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

13. Additional information:

Figures are based on a total number of voting rights of 808,334,316.

14. Contact name:

Neil Whittaker

15. Contact telephone number:

01603 684420

