

**TR-1<sup>i</sup>: 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<sup>ii</sup>:</b>	Pearson plc
<b>2. Reason for the notification</b> (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"/>
<b>3. Full name of person(s) subject to the notification obligation<sup>iii</sup>:</b>	Aviva plc & its subsidiaries
<b>4. Full name of shareholder(s) (if different from 3.)<sup>iv</sup>:</b>	Registered Holder:  BNY Norwich Union Nominees Limited <b>6,774,449*</b>  BT Globenet Nominees Limited <b>9,588*</b>  Chase GA Group Nominees Limited <b>15,670,590*</b>  Chase Nominees Limited <b>1,525,123*</b>  CUIM Nominee Limited <b>4,859,311*</b>

	<p>Vidacos Nominees Limited <b>171,578*</b></p> <p>* denotes direct interest</p> <p>R C Greig Nominees Limited <b>1,450</b></p> <p>BONY Londres IIS <b>189,893</b></p> <p>Chase Nominees Limited <b>3,977,385</b></p> <p>Delta Lloyd Institutionale Sustainable Futures Fund <b>70,234</b></p> <p>Vidacos Nominees Limited <b>6,878,395</b></p> <p>To be updated <b>61,140</b></p>
<b>5. Date of the transaction</b> (and date on which the threshold is crossed or reached if different) <sup>v</sup> :	7 July 2008
<b>6. Date on which issuer notified:</b>	9 July 2008
<b>7. Threshold(s) that is/are crossed or reached:</b>	5% to 4% change at Combined Interest Level
<b>8. Notified details:</b>	

## A: Voting rights attached to shares

Class/type of shares  if possible using the ISIN CODE	Situation previous to the Triggering transaction <sup>vi</sup>		Resulting situation after the triggering transaction <sup>vii</sup>				
	Number of Shares	Number of Voting Rights <sup>viii</sup>	Number of shares	Number of voting rights <sup>ix</sup>		% of voting rights	
			Direct	Direct <sup>x</sup>	Indirect <sup>xi</sup>	Direct	Indirect
Ordinary Shares  GB0006776081	43,378,864	43,378,864	29,010,639	29,010,639	11,178,497	3.59%	1.38%

## B: Financial Instruments

Resulting situation after the triggering transaction <sup>xii</sup>				
Type of financial instrument	Expiration date <sup>xiii</sup>	Exercise/ Conversion Period/ Date <sup>xiv</sup>	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
40,189,136	4.97%

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

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 808,373,725.

**14. Contact name:**

Neil Whittaker

**15. Contact telephone number:**

01603 684420

