

**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>5,402,210*</b>  BT Globenet Nominees Limited <b>9,588*</b>  Chase GA Group Nominees Limited <b>13,713,828*</b>  Chase Nominees Limited <b>1,333,155*</b>  CUIM Nominee Limited <b>3,574,964*</b>

	Vidacos Nominees Limited <b>165,271*</b>  * denotes direct interest
<b>5. Date of the transaction</b> (and date on which the threshold is crossed or reached if different) <sup>v</sup> :	05 September 2008
<b>6. Date on which issuer notified:</b>	08 September 2008
<b>7. Threshold(s) that is/are crossed or reached:</b>	3% to <3% change at Direct 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	40,189,136	40,189,136	24,199,016	24,199,016	Not disclosable	2.99%	Not disclosable

## 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	% of voting rights

			<b>exercised/ converted.</b>	
N/A				

<b>Total (A+B)</b>	
<b>Number of voting rights</b>	<b>% of voting rights</b>
24,199,016	2.99%

<b>9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable <sup>xv</sup>:</b>
See Section 4

<b>Proxy Voting:</b>	
<b>10. Name of the proxy holder:</b>	See Section 4
<b>11. Number of voting rights proxy holder will cease to hold:</b>	

<b>12. Date on which proxy holder will cease to hold voting rights:</b>	
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<b>13. Additional information:</b>	Figures are based on a total number of voting rights of 809,143,403.
<b>14. Contact name:</b>	Neil Whittaker
<b>15. Contact telephone number:</b>	01603 684420