

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 5,381,497* BT Globenet Nominees Limited 8,648* Chase GA Group Nominees Limited 13,700,550* Chase Nominees Limited 1,398,955* CUIM Nominee Limited 3,544,963*

	Vidacos Nominees Limited 56,553* * denotes direct interest
5. Date of the transaction (and date on which the threshold is crossed or reached if different) ^v :	23 October 2008
6. Date on which issuer notified:	27 October 2008
7. Threshold(s) that is/are crossed or reached:	3% to <3% change at Direct 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	24,441,498	24,441,498	24,091,166	24,091,166	Not disclosable	2.98%	Not disclosable

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	% of voting rights

			exercised/ converted.	
N/A				

Total (A+B)	
Number of voting rights	% of voting rights
24,091,166	2.98%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable ^{xv}:
<p>The voting rights are managed and controlled by Aviva Investors Global Services Limited, with the following chain of controlled undertakings:-</p> <p>Aviva Investors Global Services Limited:</p> <ul style="list-style-type: none"> • Aviva plc (Parent Company) • Aviva Group Holdings Limited (wholly owned subsidiary of Aviva plc) • Aviva Investors Holdings Limited (wholly owned subsidiary of Aviva Group Holdings Limited) • Aviva Investors Global Services Limited (wholly owned subsidiary of Aviva Investors Holdings Limited)

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:	
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13. Additional information:	Figures are based on a total number of voting rights of 809,223,201.
14. Contact name:	Neil Whittaker
15. Contact telephone number:	01603 684420