

27 June 2008

PEARSON EDUCATION: NEW SEGMENTAL ANALYSIS

Pearson will announce its interim results for the six months ended 30 June 2008 on Monday 28 July 2008. The results will include a new segmental analysis of our education business, and we are today providing details of last year’s financial results on this new basis.

Earlier this year, we announced that Will Ethridge had been appointed CEO of Pearson’s North American Education businesses and John Fallon CEO of Pearson’s International Education businesses. Consistent with this change, we will be reporting our financial performance in education in the following segments:

- **North American Education** (school and higher education instructional materials, assessment, technology and services in the US and Canada);
- **International Education** (school and higher education instructional materials, assessment, technology and services in Europe, the Middle East, Africa, Asia and Latin America; and worldwide English Language Teaching materials); and
- **Professional** (worldwide technology and business publishing; worldwide professional assessment and certification).

Our 2007 results under this new segmental analysis are as follows:

£ millions	Half year 2007	Full year 2007
Sales		
North American Education	599	1,667
International Education	292	735
Professional	104	226
Education	995	2,628
Adjusted operating profit		
North American Education	(14)	273
International Education	3	92
Professional	11	27
Education	0	392

Our segmental analysis of the Financial Times Group and Penguin is unchanged.

ENDS

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Note to editors:

Our 2007 results, as reported under the previous segmental analysis, were as follows:

£ millions	Half year 2007*	Full year 2007*
Sales		
School	665	1,537
Higher Education	195	793
Professional	135	298
Education	995	2,628
FT Publishing	164	344
Interactive Data	168	344
FT Group	332	688
Penguin	367	846
Total sales – continuing	1,694	4,162
Adjusted operating profit		
School	42	203
Higher Education	(51)	161
Professional	9	28
Education	0	392
FT Publishing	23	56
Interactive Data	45	97
FT Group	68	153
Penguin	18	74
Adjusted operating profit - continuing	86	619
Discontinued	7	15
Total adjusted operating profit	93	634

*re-stated to reflect the February 2008 disposal of the Data Management (Scanners) business as discontinued.