

Pearson plc – Notification of Directors’ Interests

Pearson announces that the following directors have purchased shares in the company under its Annual Bonus Share Matching Plan:

Name	ADRs	Purchase Price	Resultant Holding	Percentage Holding
W Ethridge	61,158	\$9.9986	189,916	0.02345%

Name	Ordinary Shares	Purchase Price	Resultant Holding	Percentage Holding
R A Freestone	20,913	£6.694308	65,292	0.00806%

The Plan is designed to encourage executives to build up their shareholding in Pearson by investing up to half of their after-tax annual bonus in ordinary shares. Subject to Pearson meeting a corporate performance target, participants are then entitled to receive, after allowing for tax on their original investment, up to one additional matching share for each of their own shares held for three years.

Details of the Plan are included in the company’s remuneration report at <http://www.pearson.com/investor/ar2008/governance/rptDirRemun.html>