

**TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES**

<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>	<p style="text-align: center;"><b>Pearson Plc</b></p>	
<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"/> <b>Yes</b>	
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached.	<input type="checkbox"/>	
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<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:</b>	<p style="text-align: center;">Legal &amp; General Group Plc (L&amp;G)</p>	
<b>4. Full name of shareholder(s)</b> (if different from 3.):	<p style="text-align: center;">Legal &amp; General Assurance (Pensions Management) Limited (PMC)</p>	
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b>	<p style="text-align: center;">20 October 2009</p>	
<b>6. Date on which issuer notified:</b>	<p style="text-align: center;">21 October 2009</p>	
<b>7. Threshold(s) that is/are crossed or reached:</b>	<p style="text-align: center;">From 4% - 3% (L&amp;G)</p>	

**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		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights	
				Direct	Indirect	Direct	Indirect
ORD GBP 0.25	33,211,026	33,211,026	32,300,784	32,300,784		3.98	

**B: Qualifying Financial Instruments**

Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

**C: Financial Instruments with similar economic effect to Qualifying Financial Instruments**

Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta

**Total (A+B+C)**

Number of voting rights	Percentage of voting rights
32,300,784	3.98

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

Legal & General Group Plc (Direct and Indirect) (Group)

Legal & General Investment Management (Holdings) Limited (LGIMH) (Direct and Indirect)

Legal & General Investment Management Limited (Indirect) (LGIM)

Legal & General Group Plc (Direct) (L&G) (32,300,784 –3.98 % = LGAS, LGPL & PMC)

Legal & General Investment Management (Holdings) Limited (Direct) (LGIMHD) (29,412,990 –3.62 % = PMC)

Legal & General Insurance Holdings Limited (Direct) (LGIH)

Legal & General Assurance (Pensions Management) Limited (PMC) (29,412,990 –3.62 % = PMC)

Legal & General Assurance Society Limited (LGAS & LGPL)

Legal & General Pensions Limited (Direct) (LGPL)

**Proxy Voting:**

<b>10. Name of the proxy holder:</b>	N/A
<b>11. Number of voting rights proxy holder will cease to hold:</b>	N/A
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	N/A

<b>13. Additional information:</b>	Notification using the total voting rights figure of 810,642,071
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<b>14. Contact name:</b>	Helen Lewis (LGIM)
<b>15. Contact telephone number:</b>	020 3124 3851