

PEARSON PLC
(the “Company”)

Non-Executive Directors’ Share Purchase Plan

Below are details of purchases (made under the Company’s Non-Executive Directors’ Share Purchase Plan) of ordinary shares of 25p each and American Depositary Receipts (ADRs) made on the London Stock Exchange on and notified to the Company on Wednesday, 31 March 2010:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock %	Price per Share £	Total Holding Following Notification	Total Percentage Following Notification %
David Arculus	210	0.00003%	£10.34	13,254	0.00163%
Lord Burns	214	0.00003%	£10.34	12,222	0.00151%
Patrick Cescau	210	0.00003%	£10.34	5,566	0.00069%
Ken Hydon	214	0.00003%	£10.34	9,988	0.00123%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Susan Fuhrman	285	0.00004%	\$15.70	9,669	0.00119%
C K Prahalad	213	0.00003%	\$15.70	2,410	0.0003%

This notification is made in accordance with DTR 3.1.2R and LR9.8.6R(1).