

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, 30 June 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	328	0.00004%	£8.92	13,582	0.00167%
Patrick Cescau	245	0.00003%	£8.92	5,811	0.00072%
Ken Hydon	248	0.00003%	£8.92	10,236	0.00126%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Susan Fuhrman	334	0.00004%	\$13.35	10,233	0.00126%

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