

**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 Thursday, 30 September 2010:-

<b>Name of Director</b>	<b>No. of Shares Purchased</b>	<b>Percentage of Issued Stock %</b>	<b>Price per Share £</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification %</b>
David Arculus	240	0.00003%	£9.88	13,822	0.00170%
Patrick Cescau	240	0.00003%	£9.88	6,051	0.00074%
Ken Hydon	244	0.00003%	£9.88	10,480	0.00129%

<b>Name of Director</b>	<b>No. of ADRs Purchased</b>	<b>Percentage of Issued Stock %</b>	<b>Price per ADR \$</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification %</b>
Susan Fuhrman	325	0.00004%	\$15.74	10,696	0.00132%

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