

PEARSON PLC
(the “Company”)

Voting Rights and Capital

As at close of business on 29 October 2010, the Company had 812,538,361 ordinary shares of 25p each admitted to trading. Each ordinary share carries the right to one vote at general meetings. The Company does not hold any shares in Treasury.

This figure (812,538,361) may be used by shareholders as the denominator for the calculations by which they will determine whether they are required to notify their interest in, or a change to their interest in, the Company under the FSA’s Disclosure and Transparency Rules.

This announcement is made in conformity with the provisions of the Transparency Directive.