

**PEARSON PLC**  
**(the “Company”)**

**Notification of Directors’ Interests**

Below are details of purchases of ordinary shares of 25p each, made under the Company’s Dividend Reinvestment Plan (“DRIP”), on the London Stock Exchange on 7 May 2010 and notified to the Company on 10 May 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>
Rona Fairhead	3,310	0.000408%	£9.69	340,812	0.04199%
Robin Freestone	3,592	0.00044%	£9.69	190,859	0.02352%
John Makinson	13,374	0.00165%	£9.69	580,089	0.07148%

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