

PEARSON PLC
(the “Company”)

Director Shareholding

Below are details of share transfers of ordinary shares of 25p each made on 16 December 2010 and notified to the Company on 16 December 2010:-

On 16 December 2010 Robin Freestone transferred 4,000 ordinary shares of 25p each to the following connected persons:

Name of connected person to whom shares transferred	Number of ordinary shares of 25p each transferred
James Freestone	1,000
William Freestone	1,000
Jonathan Freestone	1,000
Matthew Freestone	1,000

All of the above transfers were made by way of gift. The number of shares in which Robin Freestone and his connected persons are beneficially interested remains at 211,040.

This notification is made in accordance with DTR 3.1.2R.