

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 17 September 2010 and notified to the Company on 20 September 2010:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock	Price per Share	Total Holding Following Notification	Total Percentage Following Notification
Rona Fairhead	1,801	0.000222%	£10.169	342,613	0.04217%
Robin Freestone	2,412	0.00030%	£10.169	211,040	0.02598%
John Makinson	6,772	0.00083%	£10.169	546,861	0.06731%

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