

**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 and notified to the Company on 21 December 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	231	0.00003%	£10.25	14,053	0.00173%
Patrick Cescau	231	0.00003%	£10.25	6,282	0.00077%
Ken Hydon	235	0.00003%	£10.25	10,715	0.00132%

<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	315	0.00004%	\$15.90	11,011	0.00135%

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