

PEARSON PLC
(the “Company”)

Notification of Directors’ Interests

Below are details of purchases, made under the Company’s Annual Bonus Share Matching Plan (the “Plan”), of ordinary shares of 25p each and American Depository Receipts (ADRs) made on the London Stock Exchange on and notified to the Company on Wednesday, 21 April 2010:-

Name of Director	No. of shares purchased	Percentage of issued stock	Price per share	Total holding following notification	Total percentage following notification
Robin Freestone	18,357	0.00226%	£10.24	187,267	0.02308%
Marjorie Scardino	38,098	0.00469%	£10.24	1,151,617	0.14191%

Name of director	No. of ADRs purchased	Percentage of issued stock	Price per ADR	Total holding following notification	Total percentage following notification
Will Ethridge	4,728	0.00058%	\$15.86	333,395	0.04108%

The Plan is designed to encourage executives to build up their shareholding in Pearson by investing up to half of their after-tax annual bonus in ordinary shares. Subject to Pearson meeting a corporate performance target, participants are then entitled to receive, after allowing for tax on their original investment, up to one additional matching share for each of their own shares held for three years.

Details of the Plan are included in the company’s remuneration report at <http://www.pearson.com/investor/ar2009/governance/remuneration-report.html>

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