

**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 6 May 2011 and notified to the Company on 9 May 2011: -

<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	3,214	0.000395%	£11.41	405,517	0.04986%
Robin Freestone	5,477	0.00067%	£11.41	267,117	0.03284%
John Makinson	13,327	0.00164%	£11.41	416,142	0.05117%

This notification is made in accordance with DTR 3.1.4R.