

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 16 September 2011 and notified to the Company on 19 September 2011:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock	Price per Share	Total Holding Following Notification	Total Percentage Following Notification
Rona Fairhead	2,020	0.000248%	£11.3075	407,537	0.05002%
Robin Freestone	3,376	0.00041%	£11.3075	293,119	0.03598%
John Makinson	5,039	0.00062%	£11.3075	421,181	0.05169%

This notification is made in accordance with DTR 3.1.4R.