

**PEARSON PLC**  
**(the "Company")**

**Director Shareholding**

The Company was notified on 26 October 2011 of the following transfer of ordinary shares of 25p each: -

On 26 October 2011 Robin Freestone transferred 15,612 ordinary shares of 25p each to his spouse, Mirima Helen Freestone.

This transfer was made by way of gift. The number of shares in which Robin Freestone and his connected persons are beneficially interested remains at 308,731.

This notification is made in accordance with DTR 3.1.2R.