

**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 Depositary Receipts (ADRs) made on the London and New York Stock Exchanges on and notified to the Company on Wednesday, 20 April 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>
Robin Freestone	14,234	0.00175%	£11.24	261,640	0.03217
Marjorie Scardino	35,723	0.00439%	£11.24	1,317,045	0.16195

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Will Ethridge	2,710	0.00033%	\$18.45	376,078	0.04624

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/investors/financial-information/reports-and-results/>

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