

**PEARSON PLC**  
**(the “Company”)**

**Non-Executive Directors’ Share Purchase Plan**

Below are details of purchases (made under the Company’s Non-Executive Directors’ Share Purchase Plan) of Pearson plc ordinary shares of 25p each made on the London Stock Exchange and notified to the Company on 1 July 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> |
|-------------------------|--------------------------------|-------------------------------------|--------------------------|---|--|
| David Arculus           | 202                            | 0.00002%                            | £11.67                   | 14,480                                      | 0.00178%   |
| Patrick Cescau          | 200                            | 0.00002%                            | £11.67                   | 6,707                                       | 0.00082%   |
| Susan Fuhrman           | 275                            | 0.00003%                            | £11.67                   | 12,203                                      | 0.00150%   |
| Ken Hydon               | 1,009                          | 0.00012%                            | £11.67                   | 11,953                                      | 0.00147%   |
| Joshua Lewis            | 276                            | 0.00003%                            | £11.67                   | 376   | 0.00005%   |

This notification is made in accordance with DTR 3.1.4R.