

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 ordinary shares of 25p each and American Depositary Receipts (ADRs) made on the London Stock Exchange and notified to the Company on 21 March 2011:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock %	Price per Share £	Total Holding Following Notification	Total Percentage Following Notification %
David Arculus	225	0.00003%	£10.59	14,278	0.00176%
Patrick Cescau	225	0.00003%	£10.59	6,507	0.0008%
Ken Hydon	229	0.00003%	£10.59	10,944	0.00135%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Susan Fuhrman	303	0.00004%	\$17.46	11,666	0.00143%
Joshua Lewis	100	0.00001%	\$17.46	100	0.00001%

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