

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 and American Depository Receipts (ADRs) made on the London Stock Exchange on 16 December 2011 and notified to the Company on 19 December 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	177	0.00002%	£11.38	14,798	0.00181%
Patrick Cescau	205	0.00003%	£11.38	7,117	0.00087%
Ken Hydon	1,035	0.00013%	£11.38	14,028	0.00172%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Susan Fuhrman	284	0.00003%	\$17.72	12,927	0.00158%
Joshua Lewis	284	0.00003%	\$17.72	3,891	0.00048%

This notification is made in accordance with DTR 3.1.4R.