

PEARSON PLC
(the "Company")

Director Shareholding

The Company was notified on 7 March 2012 of the following transfer of ordinary shares of 25p each: -

On 7 March 2012, Robin Freestone transferred 65,000 ordinary shares of 25p each in the Company 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.