

PEARSON PLC
(the "Company")

Notification of Directors' Interests

Below are details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP"), on the London Stock Exchange on 14 September 2012 and notified to the Company on 17 September 2012:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock	Price per Share	Total Holding Following Notification	Total Percentage Following Notification
Rona Fairhead	3,061	0.000375%	£11.972	490,522	0.06004%
Robin Freestone	5,010	0.000613%	£11.972	408,814	0.05004%
John Makinson	6,189	0.000758%	£11.972	510,213	0.06245%

This notification is made in accordance with DTR 3.1.4R.