

PEARSON PLC
(the "Company")

Notification of Directors' Interests

Below are details of an acquisition of American Depositary Receipts ("ADRs") following a reinvestment of dividend under the Company's Employee Stock Purchase Plan in the USA on 19 September 2012 and notified to the Company on 24 September 2012: -

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock	Price per ADR	Total Holding Following Notification	Total Percentage Following Notification
Marjorie Scardino	223	0.00003%	\$19.26	1,566,745	0.19177%

Below are details of a purchase of ADRs made under the Company's Dividend Reinvestment Plan ("DRIP") in the USA on 20 September 2012 and notified to the Company on 24 September 2012: -

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock	Price per ADR	Total Holding Following Notification	Total Percentage Following Notification
Susan Fuhrman	172	0.00002%	\$19.36	13,938	0.00171%

This notification is made in accordance with DTR 3.1.4R.