

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 Depositary Receipts (ADRs) made on the London Stock Exchange on 28 September 2012 and notified to the Company on 1 October 2012:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock %	Price per Share £	Total Holding Following Notification	Total Percentage Following Notification %
David Arculus	198	0.00002%	£12.14	15,358	0.00188%
Patrick Cescau	191	0.00002%	£12.14	7,691	0.00094%
Vivienne Cox	158	0.00002%	£12.14	509	0.00006%
Ken Hydon	970	0.00012%	£12.14	16,943	0.00207%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Susan Fuhrman	265	0.00003%	\$19.73	14,203	0.00174%
Joshua Lewis	265	0.00003%	\$19.73	4,682	0.00057%

This notification is made in accordance with DTR 3.1.4R.