

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 4 May 2012 and notified to the Company on 8 May 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	5,385	0.000660%	£11.65	472,425	0.05790%
Robin Freestone	8,341	0.00102%	£11.65	359,089	0.04401%
John Makinson	11,312	0.00139%	£11.65	491,996	0.06029%

This notification is made in accordance with DTR 3.1.4R.