

**NOTIFICATION OF MAJOR INTEREST IN SHARES**

<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>	Pearson PLC	
<b>2 Reason for the notification</b> (please tick the appropriate box or boxes):		
An acquisition or disposal of voting rights		Yes
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached		
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments		Yes
An event changing the breakdown of voting rights		
Other (please specify):		
<b>3. Full name of person(s) subject to the notification obligation:</b>	BlackRock, Inc.	
<b>4. Full name of shareholder(s)</b> (if different from 3.):		
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b>	15 <sup>th</sup> February 2013	
<b>6. Date on which issuer notified:</b>	19 <sup>th</sup> February 2013	
<b>7. Threshold(s) that is/are crossed or reached:</b>	Holding has gone above 5%	

**8. Notified details:**

**A: Voting rights attached to shares**

Class/type of shares  if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights	
			Direct	Direct	Indirect	Direct	Indirect
GB0006776081	N/A	N/A	N/A	N/A	38,923,069	N/A	4.76%

**B: Qualifying Financial Instruments**

Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
N/A	N/A	N/A	N/A	N/A

**C: Financial Instruments with similar economic effect to Qualifying Financial Instruments**

Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
CFD				2,052,376	Nominal	Delta
					0.25%	0.25%

**Total (A+B+C)**

Number of voting rights	Percentage of voting rights
40,975,445	5.01%

**9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:**

BlackRock Investment Management (UK) Limited – 40,975,445 (5.01%)

**Proxy Voting:**

**10. Name of the proxy holder:**

**11. Number of voting rights proxy holder will cease to hold:**

**12. Date on which proxy holder will cease to hold voting rights:**

**13. Additional information:**

BlackRock Regulatory Threshold Reporting Team

**14. Contact name:**

Andrew Manchester

**15. Contact telephone number:**

020 7743 5773

Natalie Dale  
Assistant Company Secretary  
Pearson plc

20 February 2013