

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS/PERSONS DISCHARGING
MANAGERIAL RESPONSIBILITY AND CONNECTED PERSONS**

All relevant boxes should be completed in block capital letters.

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| 1. | Name of the issuer PEARSON PLC | 2. | State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2R; (ii) a disclosure made in accordance with LR 9.8.6R(1); or (iii) a disclosure made in accordance with section 793 of the Companies Act 2006. BOTH (i) AND (ii) |
| 3. | Name of person discharging managerial responsibilities/director WILL ETHRIDGE | 4. | State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person N/A |
| 5. | Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest ¹ HOLDING | 6. | Description of shares (including class), debentures or derivatives or financial instruments relating to shares AMERICAN DEPOSITARY RECEIPTS (ADRs) |
| 7. | Name of registered shareholder(s) and, if more than one, the number of shares held by each of them WILL ETHRIDGE | 8. | State the nature of the transaction SALE |
| 9. | Number of shares, debentures or financial instruments relating to shares acquired N/A | 10. | Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage) N/A |
| 11. | Number of shares, debentures or financial instruments relating to shares disposed 50,000 ADRs | 12. | Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage) 0.006109% |
| 13. | Price per share or value of transaction \$19.6782 PER ADR | 14. | Date and place of transaction 30 AUGUST 2013 |

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| 15. | Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) 435,768 0.05324% | 16. | Date issuer informed of transaction 31 AUGUST 2013 |
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If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

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| 17. | Date of grant N/A | 18. | Period during which or date on which it can be exercised N/A |
| 19. | Total amount paid (if any) for grant of the option N/A | 20. | Description of shares or debentures involved (class and number) N/A |
| 21. | Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise N/A | 22. | Total number of shares or debentures over which options held following notification N/A |

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| 23. | Any additional information N/A | 24. | Name of contact and telephone number for queries: NATALIE DALE – 020 7010 2261 |
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| Name of duly authorised officer of issuer responsible for making notification NATALIE DALE, ASSISTANT COMPANY SECRETARY | |
| Date of notification: 2 SEPTEMBER 2013 | |

Notes: This form is intended for use by an issuer to make a RIS notification required by DTR 3.1.4.

- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative relating the shares of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24.
- (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.