

**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 and New York Stock Exchanges on 30 September 2013 and notified to the Company on 1 October 2013:-

<b>Name of Director</b>	<b>No. of Shares Purchased</b>	<b>Percentage of Issued Stock %</b>	<b>Price per Share £</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification %</b>
David Arculus	177	0.00002%	£12.50	16,130	0.00197%
Vivienne Cox	171	0.00002%	£12.50	1,186	0.00014%
Ken Hydon	177	0.00002%	£12.50	17,647	0.00216%

<b>Name of Director</b>	<b>No. of ADRs Purchased</b>	<b>Percentage of Issued Stock %</b>	<b>Price per ADR \$</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification %</b>
Joshua Lewis	194	0.00002%	\$20.20	5,493	0.00067%
Linda Lorimer	323	0.00004%	\$20.20	323	0.00004%

This notification is made in accordance with DTR 3.1.4R.