

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 27 March 2013 and notified to the Company on 2 April 2013:-

Name of Director	No. of Shares Purchased	Percentage of Issued Stock %	Price per Share £	Total Holding Following Notification	Total Percentage Following Notification %
David Arculus	204	0.00002%	£11.77	15,764	0.00193%
Vivienne Cox	163	0.00002%	£11.77	833	0.00010%
Ken Hydon	169	0.00002%	£11.77	17,280	0.00211%

Name of Director	No. of ADRs Purchased	Percentage of Issued Stock %	Price per ADR \$	Total Holding Following Notification	Total Percentage Following Notification %
Susan Fuhrman	276	0.00003%	\$17.61	14,752	0.00180%
Joshua Lewis	207	0.00003%	\$17.61	5,093	0.00062%

This notification is made in accordance with DTR 3.1.4R.