

PEARSON PLC
(the "Company")

Director Shareholding

The Company was notified on 5 April 2013 of the following transfer of ordinary shares of 25p each: -

On 5 April 2013, Robin Freestone transferred 176,996 ordinary shares of 25p each in the Company to his spouse, Mirima Helen Freestone.

This transfer was made by way of gift. The number of shares in which Robin Freestone and his connected persons are beneficially interested remains at 445,676.

This notification is made in accordance with DTR 3.1.2R.

Natalie Dale
Assistant Company Secretary
Pearson plc

8 April 2013