

**PEARSON PLC**  
**(the "Company")**

**Notification of Directors' Interests**

Below are details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP"), on the London Stock Exchange on 13 September 2013 and notified to the Company on 17 September 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>
Robin Freestone	5,825	0.000712%	£12.852	478,507	0.05847%

This notification is made in accordance with DTR 3.1.4R.