

**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 2014 and notified to the Company on 30 September 2014:-

<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	193	0.00002%	£12.28	16,908	0.00206%
Elizabeth Corley	151	0.00002%	£12.28	284	0.00003%
Vivienne Cox	173	0.00002%	£12.28	1,922	0.00023%
Ken Hydon	193	0.00002%	£12.28	18,425	0.00225%
Harish Manwani	269	0.00003%	£12.28	1,074	0.00013%

<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	240	0.00003%	\$20.02	6,375	0.00078%
Linda Lorimer	237	0.00003%	\$20.02	1,327	0.00016%

This notification is made in accordance with DTR 3.1.4R.