

PEARSON PLC
(the "Company")

Notification of Directors' and PDMR's 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 2 May 2014 and notified to the Company on 7 May 2014: -

| Name of Director | No. of Shares Purchased | Percentage of Issued Stock | Price per Share | Total Holding Following Notification | Total Percentage Following Notification |
|-------------------------|--------------------------------|-----------------------------------|------------------------|---|--|
| Robin Freestone | 14,344 | 0.001751% | £10.94 | 509,632 | 0.0622% |
| Roderick Bristow | 2,042 | 0.00025% | £10.94 | 72,888 | 0.0089% |
| Luke Swanson | 6,026 | 0.00074% | £10.94 | 241,859 | 0.0295% |

This notification is made in accordance with DTR 3.1.4R.