

PEARSON PLC
(the "Company")

Notification of PDMRs' Interests

Below are details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP") at a price of 1171.514 pence per share, on the London Stock Exchange on 12 September 2014 and notified to the Company on 16 September 2014:-

Name of PDMR	No. of Shares Purchased	Percentage of Issued Stock	Total Holding Following Notification	Total Percentage Following Notification
Roderick Bristow	1,188	0.00014%	84,311	0.01028%
Luke Swanson	3,076	0.00038%	244,935	0.02988%

This notification is made in accordance with DTR 3.1.4R.