

PEARSON PLC
(the "Company")

Notification of Interest of Person Discharging Managerial Responsibility ("PDMR")

Below are details of an acquisition of American Depositary Receipts ("ADRs") following a reinvestment of dividend under the Company's Employee Stock Purchase Plan in the USA on 18 September 2014, notified to the Company on 24 September 2014: -

Name of PDMR	No. of ADRs Purchased	Percentage of Issued Stock	Price per ADR	Total Holding Following Notification	Total Percentage Following Notification
Philip Hoffman	51	0.00001%	\$19.99	70,160	0.00856%

This notification is made in accordance with DTR 3.1.4R.