

Pearson plc – (the “Company”)

Notification of PDMR Transaction in Shares

The table below sets out the number of shares released to Melinda Wolfe on 2 October 2014 under the Company’s Long-Term Incentive Plan (“LTIP”). The LTIP rules require that sufficient shares are sold to discharge the tax liability arising on the shares released. The shares set out in the second column below were sold to cover the tax liability on 2 October 2014 at an average price of 1226.5 pence per share, with the number of shares set out in the third column below being retained by Ms Wolfe.

As a result of this transaction, Ms Wolfe is interested in the shares set out in the fourth column below (excluding any shares to which she is notionally entitled or may become entitled, subject to the satisfaction of any relevant conditions, under the Company’s employee share plans):

Shares Released	Shares sold to discharge tax liabilities	Shares Retained	Total interest following transaction	% of Capital held following transaction
41,960	23,423	18,537	18,537	0.00226%