

**PEARSON PLC**  
**(the "Company")**

**Director Shareholding**

Below are details of share transfers of ordinary shares of 25p each notified to the Company on 16 December 2014:-

On 16 December 2014 Mirima Helen Freestone, a connected person of Robin Freestone, made transfers of shares to the following persons:

<b>Name of person to whom shares transferred</b>	<b>Number of shares transferred</b>	<b>Notes</b>
James Freestone	1,000	Not a connected person of Robin Freestone
William Freestone	1,000	Connected person of Robin Freestone
Jonathan Freestone	1,000	Connected person of Robin Freestone
Matthew Freestone	1,000	Connected person of Robin Freestone

All of the above transfers were made by way of gift. As a result of the transfers, the number of shares in which Robin Freestone and his connected persons are beneficially interested is 504,283 ordinary shares of 25p each, representing 0.06151% of Pearson's issued share capital.

(Note: In addition to the above transfers, Mr Freestone's overall share interest has reduced from 509,632 by 4,349 ordinary shares, held by his son James, who is no longer considered to be a connected person.)

This notification is made in accordance with DTR 3.1.2R.