

PEARSON PLC
(the "Company")

Notification of PDMR Shareholding

Below are details of a sale of ordinary shares of 25p each by Lucy Swanson, a connected person of Luke Swanson. Mr Swanson is due to leave Pearson's employment on 31 December 2014.

The sale took place on the London Stock Exchange on 22 December 2014 and was notified to the Company on 22 December 2014.

No. of Shares Sold	Percentage of Issued Stock	Sale Price per Share (GBP)	Total Holding Following Notification	Total Percentage Following Notification
120,000	0.01464%	£11.91	124,935	0.01524%

This notification is made in accordance with DTR 3.1.4R.