

PEARSON PLC
(the "Company")

Notification of PDMR Interest

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 13 May 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	92	0.00001%	\$18.94	105,714	0.01291%

This notification is made in accordance with DTR 3.1.4R.