

PEARSON PLC
(the "Company")

PDMR Shareholding

The Company was notified on 3 June 2014 of the following transfer of ordinary shares of 25p each: -

On 3 June 2014, Luke Swanson transferred 70,000 ordinary shares of 25p each in the Company to his spouse, Lucy Swanson.

This transfer was made by way of gift. The number of shares in which Luke Swanson and his connected persons are beneficially interested remains at 241,859.

This notification is made in accordance with DTR 3.1.4R.

Natalie Dale
Assistant Company Secretary
Pearson plc

3 June 2014