

PEARSON PLC
(the "Company")

Notification of PDMR Shareholding

Below are details of a sale of ordinary shares of 25p each by Rod Bristow.

The sale took place on the London Stock Exchange on 3 March 2015 and was notified to the Company on 3 March 2015. Following this sale, Mr Bristow remains in compliance with the Company's executive shareholding guideline.

No. of Shares Sold	Percentage of Issued Stock	Sale Price per Share (GBP)	Total Holding Following Notification	Total Percentage Following Notification
57,000	0.00695%	£14.23	27,311	0.00333%

This notification is made in accordance with DTR 3.1.4R.