

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

**Notification of PDMR Shareholding**

Below are details of sales of ordinary shares of 25p each by Robin Freestone and his connected person, Mirima Helen Freestone.

The sales took place on the London Stock Exchange on 4 March 2015 and were notified to the Company on 5 March 2015. Following these sales, Mr Freestone remains in compliance with the Company's executive director shareholding guideline.

<b>No. of Shares Sold</b>	<b>Percentage of Issued Stock</b>	<b>Average Sale Price per Share (GBP)</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification</b>
260,000*	0.03170%	£14.237	244,283	0.02978%

\* 130,000 shares sold by Robin Freestone and 130,000 shares sold by Mirima Helen Freestone

This notification is made in accordance with DTR 3.1.4R.