

PEARSON PLC
(the "Company")

Notification of PDMR Shareholding

Below are details of a sale of ordinary shares of 25p each by Robin Freestone's connected person, Mirima Helen Freestone.

The sale took place on the London Stock Exchange on 29 April 2015 and was notified to the Company on the same day. Following this sale, Mr Freestone remains in compliance with the Company's executive director shareholding guideline.

No. of Shares Sold	Percentage of Issued Stock	Average Sale Price per Share (GBP)	Total Holding Following Notification	Total Percentage Following Notification
100,000	0.012191%	£13.19	151,766	0.01850%

This notification is made in accordance with DTR 3.1.4R.