

PEARSON PLC
(the "Company")

Notification of PDMRs' Interests

Below are details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP"), on the London Stock Exchange on 5 May 2015 and notified to the Company on the same day: -

Name of Director	No. of Shares Purchased	Percentage of Issued Stock	Price per Share	Total Holding Following Notification	Total Percentage Following Notification
Roderick Bristow	683	0.00008%	£13.2997	27,994	0.00341%
John Ridding	97	0.00001%	£13.2997	9,401	0.00115%

This notification is made in accordance with DTR 3.1.4R.