

PEARSON PLC
(the "Company")

Notification of Interest of Person Discharging Managerial Responsibility ("PDMR")

Below are details of an acquisition of American Depositary Receipts ("ADRs") following a reinvestment of dividend under the Company's Dividend Reinvestment Plan in the USA on 7 May 2015, notified to the Company on 13 May 2015:-

| Name of PDMR | No. of ADRs Purchased | Percentage of Issued Stock | Price per ADR | Total Holding Following Notification | Total Percentage Following Notification |
|---------------------|------------------------------|-----------------------------------|----------------------|---|--|
| Melinda Wolfe | 476 | 0.00006% | \$20.0547 | 19,013 | 0.00232% |

This notification is made in accordance with DTR 3.1.4R.