

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

**Notification of Interests of Persons Discharging Managerial Responsibility ("PDMRs")**

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 17 September 2015, notified to the Company on 23 September 2015:-

<b>Name of PDMR</b>	<b>No. of ADRs Purchased</b>	<b>Percentage of Issued Stock</b>	<b>Price per ADR</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification</b>
Melinda Wolfe	298	0.00004%	\$17.5993	19,310	0.00235%

Below are details of acquisitions of ADRs following a reinvestment of dividend under the Company's Employee Stock Purchase Plan in the USA on 17 September 2015, notified to the Company on 23 September 2015:-

<b>Name of PDMR</b>	<b>No. of ADRs Purchased</b>	<b>Percentage of Issued Stock</b>	<b>Price per ADR</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification</b>
Luyen Chou	20	0.00000%	\$17.5753	1,302	0.00016%
Philip Hoffman	73	0.00001%	\$17.5753	78,188	0.00952%

This notification is made in accordance with DTR 3.1.4R.