

PEARSON PLC
(the "Company")

Notification of Director and 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 09 May 2016 and notified to the Company on the same day: -

Name of Director/PDMR	No. of Shares Purchased	Percentage of Issued Stock	Price per Share	Total Holding Following Notification	Total Percentage Following Notification
Lincoln Wallen	18	0.00000%	£8.129	459	0.00006%
Roderick Bristow	1,865	0.00023%	£8.129	47,226	0.00575%
Michael Barber	1,277	0.00016%	£8.129	31,369	0.00382%
Albert Hitchcock	779	0.00009%	£8.129	38,031	0.00463%

This notification is made in accordance with DTR 3.1.4R.