

NOTIFICATION OF MAJOR INTEREST IN SHARES

| | | |
|--|---|--|
| 1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: | <p style="text-align: center;">Pearson plc</p> | |
| 2. Reason for the notification (please tick the appropriate box or boxes): | | |
| An acquisition or disposal of voting rights | <input checked="" type="checkbox"/> | |
| An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached. | <input type="checkbox"/> | |
| An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments | <input type="checkbox"/> | |
| An event changing the breakdown of voting rights | <input type="checkbox"/> | |
| Other (please specify): | <input type="checkbox"/> | |
| 3. Full name of person(s) subject to the notification obligation: | <p style="text-align: center;">BlackRock, Inc.</p> | |
| 4. Full name of shareholder(s) (if different from 3.): | | |
| 5. Date of the transaction and date on which the threshold is crossed or reached: | <p style="text-align: center;">29 April 2015</p> | |
| 6. Date on which issuer notified: | <p style="text-align: center;">30 April 2015</p> | |
| 7. Threshold(s) that is/are crossed or reached: | <p style="text-align: center;">Voting rights attached to shares holding has gone above 5%</p> | |

8. Notified details:

A: Voting rights attached to shares

| Class/type of shares if possible using the ISIN CODE | Situation previous to the triggering transaction | | Resulting situation after the triggering transaction | | | | |
|---|--|-------------------------|--|-------------------------|------------|--------------------|----------|
| | Number of Shares | Number of Voting Rights | Number of shares | Number of voting rights | | % of voting rights | |
| | | | | Direct | Indirect | Direct | Indirect |
| Ordinary shares GB0006776081 | 40,818,808 | 40,818,808 | N/A | N/A | 41,346,525 | N/A | 5.04% |

B: Qualifying Financial Instruments

| Resulting situation after the triggering transaction | | | | |
|--|-----------------|-----------------------------|---|--------------------|
| Type of financial instrument | Expiration date | Exercise/ Conversion Period | Number of voting rights that may be acquired if the instrument is exercised/ converted. | % of voting rights |
| N/A | N/A | N/A | N/A | N/A |

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments

| Resulting situation after the triggering transaction | | | | | | |
|--|----------------|-----------------|-----------------------------|--|--------------------|-------|
| Type of financial instrument | Exercise price | Expiration date | Exercise/ Conversion period | Number of voting rights instrument refers to | % of voting rights | |
| | | | | | Nominal | Delta |
| CFD | N/A | N/A | N/A | 328,919 | 0.04% | 0.04% |

Total (A+B+C)

| Number of voting rights | Percentage of voting rights |
|-------------------------|-----------------------------|
| 41,675,444 | 5.08% |

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

N/A

Proxy Voting:

10. Name of the proxy holder:

N/A

11. Number of voting rights proxy holder will cease to hold:

N/A

12. Date on which proxy holder will cease to hold voting rights:

N/A

13. Additional information:

BlackRock Regulatory Threshold Reporting Team

14. Contact name:

Gareth Slade

15. Contact telephone number:

020-7743-2536

Stephen Jones
Senior Vice President & Deputy Company Secretary
Pearson plc

1 May 2015