

PEARSON PLC  
Form 6-K  
September 16, 2014

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER  
THE SECURITIES EXCHANGE ACT OF 1934

For the month of September 2014

PEARSON plc  
(Exact name of registrant as specified in its charter)

N/A

(Translation of registrant's name into English)

80 Strand  
London, England WC2R 0RL  
44-20-7010-2000  
(Address of principal executive office)

Indicate by check mark whether the Registrant files or will file annual reports  
under cover of Form 20-F or Form 40-F:

Form 20-F  X

Form 40-F

Indicate by check mark whether the Registrant by furnishing the information  
contained in this Form is also thereby furnishing the information to the  
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934

Yes

No  X

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") at a price of 1171.514 pence per share, on the London Stock Exchange on 12 September 2014 and notified to the Company on 16 September 2014:-

| Name of PDMR     | No. of Shares Purchased | Percentage of Issued Stock | Total Holding Following Notification | Total Percentage Following Notification |
|------------------|-------------------------|----------------------------|--------------------------------------|-----------------------------------------|
| Roderick Bristow | 1,188                   | 0.00014%                   | 84,311                               | 0.01028%                                |
| Luke Swanson     | 3,076                   | 0.00038%                   | 244,935                              | 0.02988%                                |

This notification is made in accordance with DTR 3.1.4R.

PEARSON plc

Date: 16 September 2014

By: /s/ STEPHEN JONES

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Stephen Jones  
Deputy Secretary