

PEARSON PLC
Form 6-K
December 18, 2013

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 December 2013

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")

Non-Executive Directors' Share Purchase Plan

Below are details of purchases (made under the Company's Non-Executive Directors' Share Purchase Plan) of Pearson plc ordinary shares of 25p each and American Depositary Receipts (ADRs) made on the London and New York Stock Exchanges on 17 December 2013 and notified to the Company on 17 December 2013:-

| Name of Director | No. of Shares Purchased | Percentage of Issued Stock | Price per Share £ | Total Holding Following Notification | Total Percentage Following Notification % |
|------------------|-------------------------|----------------------------|-------------------|--------------------------------------|---|
| David Arculus | 171 | 0.00002% | £12.85 | 16,301 | 0.00199% |
| Vivienne Cox | 165 | 0.00002% | £12.85 | 1,351 | 0.00017% |
| Ken Hydon | 171 | 0.00002% | £12.85 | 17,818 | 0.00218% |
| Harish Manwani | 180 | 0.00002% | £12.85 | 180 | 0.00002% |

| Name of Director | No. of ADRs Purchased | Percentage of Issued Stock | Price per ADR \$ | Total Holding Following Notification | Total Percentage Following Notification % |
|------------------|-----------------------|----------------------------|------------------|--------------------------------------|---|
| Joshua Lewis | 188 | 0.00002% | \$21.02 | 5,681 | 0.00069% |
| Linda Lorimer | 314 | 0.00004% | \$21.02 | 637 | 0.00008% |

This notification is made in accordance with DTR 3.1.4R.

PEARSON plc

Date: 18 December 2013

By: /s/ STEPHEN JONES

Stephen Jones
Deputy Secretary

