

PEARSON PLC  
Form 6-K  
June 03, 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 June 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

NOTIFICATION OF TRANSACTIONS OF DIRECTORS/PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND CONNECTED PERSONS

All relevant boxes should be completed in block capital letters.

- |  |  |                          |
|--|--|--------------------------|
| <p>1. Name of the issuer</p> <p>PEARSON PLC</p>  | <p>2. State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2R; (ii) a disclosure made in accordance with LR 9.8.6R(1); or (iii) a disclosure made in accordance with section 793 of the Companies Act 2006.</p> | <p>BOTH (i) AND (ii)</p> |
| <p>3. Name of person discharging managerial responsibilities/director</p> <p>WILL ETHRIDGE</p>   | <p>4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person</p>   | <p>N/A</p>               |
| <p>5. Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest<sup>1</sup></p> <p>HOLDING</p> | <p>6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares</p> <p>AMERICAN DEPOSITARY RECEIPTS (ADRs)</p>  | <p>N/A</p>               |
| <p>7. Name of registered shareholder(s) and, if more than one, the number of shares held by each of them</p> <p>WILL ETHRIDGE</p>  | <p>8. State the nature of the transaction</p> <p>SALE</p>  | <p>N/A</p>               |
| <p>9. Number of shares, debentures or financial instruments relating to shares acquired</p> <p>N/A</p>   | <p>10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>N/A</p>   | <p>N/A</p>               |
| <p>11. Number of shares, debentures or financial instruments relating to shares disposed</p>   | <p>12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)</p>  | <p>N/A</p>               |

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- |   |   |
|---|---|
| 77,030 ADRs   | 0.009423%                               |
| 13. Price per share or value of transaction   | 14. Date and place of transaction       |
|   | 30 AND 31 MAY 2013                      |
| AVERAGE PRICE \$18.7971<br>PER ADR  |   |
| 15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage) | 16. Date issuer informed of transaction |
|   | 3 JUNE 2013                             |
| 485,768   | 0.05942%                                |

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

- |  |   |
|--|---|
| 17. Date of grant  | 18. Period during which or date on which it can be exercised                            |
| N/A  | N/A   |
| 19. Total amount paid (if any) for grant of the option   | 20. Description of shares or debentures involved (class and number)                     |
| N/A  | N/A   |
| 21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise | 22. Total number of shares or debentures over which options held following notification |
| N/A  | N/A   |
| 23. Any additional information   | 24. Name of contact and telephone number for queries:                                   |
| N/A  | NATALIE DALE - 020 7010 2261  |

Name of duly authorised officer of issuer responsible for making notification  
NATALIE DALE, ASSISTANT COMPANY SECRETARY

Date of notification: 3 JUNE 2013

- Notes: This form is intended for use by an issuer to make a RIS notification required by DTR 3.1.4.
- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
  - (2) An issuer making a notification in respect of a derivative relating the shares of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
  - (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24.
  - (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

PEARSON plc

Date: 03 June 2013

By: /s/ STEPHEN JONES

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Stephen Jones  
Deputy Secretary