

# Shareholder Information

## Payment of dividends to mandated accounts

Where shareholders have given instructions for payment to be made direct into a bank or building society, this is done through the Bankers Automated Clearing System (BACS), with the associated tax voucher showing the tax credit attributable to the dividend payment sent direct to the shareholder at the address shown on our register. If you wish the tax voucher to be sent to your bank or building society, please contact Lloyds TSB Registrars, The Causeway, Worthing, West Sussex BN99 6DA. Telephone 0870 600 3986 or, for those shareholders with hearing difficulties, textphone number 0870 600 3950.

## Dividend reinvestment plan (DRIP)

The plan provides the benefit of giving shareholders the right to buy the company's shares on the London stock market with the cash dividend. If you would like further information about the DRIP, please contact Lloyds TSB Registrars on 0870 241 3018.

## Individual Savings Accounts (ISAs)

Lloyds TSB Registrars offer ISAs in Pearson shares. For more information please call them on 0870 242 4244.

## Low cost share dealing facilities

A telephone and internet dealing service has been arranged through Lloyds TSB Registrars which provides a simple way of buying and selling Pearson shares. Commission is 1% with a minimum charge of £25 for telephone dealing and 0.5% with a minimum charge of £15 for internet dealing. For telephone sales call 0870 850 0852 between 8.30 am and 4.30 pm, Monday to Friday, and for internet sales log on to [www.shareview.co.uk/dealing](http://www.shareview.co.uk/dealing). You will need your shareholder reference number as shown on your share certificate. A postal facility, which provides a simple, low cost way of buying and selling Pearson shares, is available through the company's stockbroker, JPMorgan Cazenove Limited, 20 Moorgate, London EC2R 6DA. Telephone 020 7588 2828. An alternative weekly postal dealing service is available through our registrars; please telephone 0870 242 4244 for details.

## ShareGift

Shareholders with small holdings of shares, whose value makes them uneconomic to sell, may wish to donate them to ShareGift, the share donation charity (registered charity number 1052686). ShareGift is particularly designed to accept unwanted shares and uses the ultimate proceeds to support a wide range of UK charities. Over £10m has been given by ShareGift so far to over 1,000 different UK charities. Further information about ShareGift and the charities it has supported may be obtained from their website, [www.ShareGift.org](http://www.ShareGift.org) or by contacting ShareGift at 46 Grosvenor Street, London W1K 3HN.

### Shareholder information online

Lloyds TSB Registrars provide a range of shareholder information online. You can check your holding and find practical help on transferring shares or updating your details at [www.shareview.co.uk](http://www.shareview.co.uk). Lloyds TSB Registrars can be contacted for information on 0870 600 3970.

### Information about the Pearson share price

The current price of Pearson ordinary shares can be obtained from the company's website, [www.pearson.com](http://www.pearson.com) or from [www.ft.com](http://www.ft.com)

### American Depositary Receipts (ADRs)

Pearson's ordinary shares are listed on the New York Stock Exchange in the form of ADRs and traded under the symbol PSO. Each ADR represents one ordinary share. All enquiries regarding registered ADR holder accounts and payment of dividends should be directed to The Bank of New York, the authorised depository bank for Pearson's ADR programme, at The Bank of New York, Investor Services, P.O. Box 11258, Church Street Station, New York, NY 10286-1258, telephone 1-888 BNY ADRs (toll free within the US) or 1 212 815 3700 (outside the US), or e-mail [shareowners@bankofny.com](mailto:shareowners@bankofny.com), or sign-in at [www.stockbny.com](http://www.stockbny.com). Voting rights for registered ADR holders can be exercised through The Bank of New York, and for beneficial ADR holders (and/or nominee accounts) through your US brokerage institution. Pearson will file with the Securities and Exchange Commission a Form 20-F which will contain a US GAAP reconciliation.

### Share register fraud: protecting your investment

Pearson does not contact its shareholders directly to provide recommendation advice and neither does it appoint third parties to do so. As required by law, our shareholder register is available for public inspection but we cannot control the use of information obtained by persons inspecting the register. Please treat any approaches purporting to originate from Pearson with caution.

### Tips on protecting your shares

- Keep any documentation that contains your shareowner reference number in a safe place and destroy any documentation which you no longer need by shredding it.
- Inform the registrars promptly when you change your address.
- Be aware of dividend payment dates and contact the registrars if you do not receive your dividend cheque or better still, make arrangements to have the dividend paid directly into your bank account.
- Consider holding your shares electronically in a CREST account via a nominee.

For more information on how you can protect your shares from fraud please visit our website at [www.pearson.com/shareholderfaqs](http://www.pearson.com/shareholderfaqs)

### Advisers

*Auditors* PricewaterhouseCoopers LLP

*Bankers* HSBC Bank Plc

*Brokers* JPMorgan Cazenove Limited, Citigroup

*Financial advisers* Lazard Brothers & Co. Limited, J. Henry Schroder & Co. Limited

*Solicitors* Freshfields Bruckhaus Deringer, Herbert Smith and Morgan, Lewis & Bockius

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### 2007 Financial calendar

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Ex-dividend date	4 April
Record date	10 April
Last date for dividend reinvestment election	26 April
Annual general meeting	27 April
Payment date for dividend and share purchase date for dividend reinvestment	11 May
Interim results	30 July
Interim dividend	21 September

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