

PEARSON PLC
Form 6-K
May 06, 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 May 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

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

All relevant boxes should be completed in block capital letters.

- | | |
|---|--|
| 1. Name of the issuer
PEARSON PLC | 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.
BOTH (i) AND (ii) |
| 3. Name of person discharging managerial responsibilities/director
JOHN FALLON
ROBIN FREESTONE
ALBERT HITCHCOCK
RODERICK BRISTOW | 4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person
N/A |
| 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
NOTIFICATION RELATES TO THE PERSONS NAMED IN 3 ABOVE | 6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares
ORDINARY SHARES OF 25P EACH |
| 7. Name of registered shareholder(s) and, if more than one, the number of shares held by each of them
JOHN FALLON - 282,147
ROBIN FREESTONE -495,288
ALBERT HITCHCOCK - 0
RODERICK BRISTOW - 70,846 | 8. State the nature of the transaction
AWARD OF OPTIONS UNDER THE COMPANY'S WORLDWIDE SAVE FOR SHARES PLAN |
| 9. Number of shares, debentures or financial instruments relating to shares acquired
(THE NUMBER OF OPTIONS TO BE | 10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)
N/A |

GRANTED)
 JOHN FALLON - 1,109
 ROBIN FREESTONE -
 1,109
 ALBERT HITCHCOCK -
 2,218
 RODERICK BRISTOW -
 3,698

- | | |
|--|---|
| 11. Number of shares, debentures or financial instruments relating to shares disposed
N/A | 12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)
N/A |
| 13. Price per share or value of transaction
N/A | 14. Date and place of transaction
N/A |
| 15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)
N/A | 16. Date issuer informed of transaction
N/A |

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

- | | |
|--|---|
| 17. Date of grant
30 APRIL 2014 | 18. Period during which or date on which it can be exercised
JOHN FALLON - 3 YEAR
ROBIN FREESTONE - 3 YEAR
ALBERT HITCHCOCK - 3 YEAR
RODERICK BRISTOW - 5 YEAR |
| 19. Total amount paid (if any) for grant of the option
NIL | 20. Description of shares or debentures involved (class and number)
OPTIONS OVER ORDINARY SHARES OF 25P EACH |
| 21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise
£8.112 | 22. Total number of shares or debentures over which options held following notification
JOHN FALLON - 3,039
ROBIN FREESTONE - 2,009
ALBERT HITCHCOCK - 2,218
RODERICK BRISTOW - 3,698 |

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23. Any additional information
N/A

24. Name of contact and telephone number for queries:
DIANE FRIEND 020 7010 2256

Name of duly authorised officer of issuer responsible for making notification
DIANE FRIEND, COMPANY SECRETARY ASSISTANT

Date of notification: 6 MAY 2014

Notes:

This form is intended for use by an issuer to make a RIS notification required by DTR 3.14.

(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: 06 May 2014

By: /s/ STEPHEN JONES

Stephen Jones
Deputy Secretary