

23 September 2005

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OFFICE OF INTERNATIONAL
CORPORATE FINANCE

05011633

Pearson plc
Submission Pursuant to Rule 12g3-2(b) under the
Securities Exchange Act of 1934 - File number: 82-4019

SUPPL

Dear Sirs

On behalf of Pearson plc, a company duly organised under the laws of England and Wales (the "Company"), I am furnishing the following information pursuant to Rule 12g3-2(b) (1) (iii) under the United States Securities Exchange Act of 1934 (the "Act") in order to maintain the Company's exemption from the reporting requirements of Section 12 (g) of the Act available to foreign private issuers pursuant to Rule 12g3-2(b) thereunder:

Press Releases:-***5 September – Financial Times appoints FT Magazine Editor******12 September – Marjorie Scardino's presentation at Citigroup.....******15 September – Notification of directors' interests******16 September – FT Launches FT money tabloid and enterprise page******20 September – Financial Times and Goldman Sachs announce shortlist.....***

Any questions concerning this submission may be directed to me at the address and telephone number above.

Please acknowledge receipt of this letter by stamping and returning the enclosed duplicate of this letter to me in the enclosed self-addressed stamped envelope.

Very truly yours

Stephen Jones
Deputy Secretary

PROCESSED

OCT 18 2005

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FINANCIAL

Securities and Exchange Commission
 450 Fifth Street, N.W.
 Washington, D.C. 20549
 Attention: Office of International Corporate Finance
 Division of Corporation Finance
 Mail Stop 3-9



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[pri](#)[Media](#)[▶ Press releases](#)[Press kit](#)[Presentations](#)[Company press offices](#)[Media contacts](#)

05 September 2005

Financial Times Appoints FT Magazine Editor

Graham Watts has been appointed Editor of the FT Weekend Magazine. He replaces John Lloyd who has decided to return to a full-time writing role and will become a Contributing Editor of the magazine as well as writing regularly for the Financial Times newspaper.

Watts has been Deputy Editor of the FT Magazine since its launch in April 2003. Previous to this he was Deputy Editor of the world news desk. Watts joined the FT in 1985.

Andrew Gowers, Editor, commented: "I am delighted to appoint Graham to the position of Editor of the FT Magazine. His breadth of knowledge and international experience will ensure that the magazine will retain its commitment to high quality reporting and analysis. I am also pleased that John Lloyd, founding editor of the FT Magazine, will take on a full-time writing position, continuing to contribute to the magazine as well as to the paper. We owe a great deal to John: he has fulfilled the demanding brief of establishing a new magazine with distinction and great intellectual energy."

Further information

For further information, please contact:
Joanna Manning-Cooper on 020 7873 4447 or
Lucy Ellison on 020 7873 3119

About the Financial Times Group

The Financial Times Group, one of the world's leading business information companies, aims to provide a broad range of business information and services to the growing audience of internationally minded business people.

The FT Group includes:

- ▶ The Financial Times, one of the world's leading business newspapers, is recognised internationally for its authority, integrity and accuracy. Providing extensive news, comment and analysis, the newspaper is printed in 23 cities across the globe, has a daily circulation of over

427,000 and a readership of more than 1.6 million people worldwide.

- FT.com is one of the world's leading business information websites, and the internet partner of the FT newspaper. Since its relaunch in May 2002, the website has continued to be the definitive home for business intelligence on the web, providing an essential source of news, comment, data and analysis for the global business community. FT.com attracts 3.9 million unique monthly visitors, generating 46 million page views and has almost 80,000 subscribers. FT.com broke even in December 2002.
- The FT Group's pan-European network of national business newspapers and online services including France's leading business newspaper and website, Les Echos and lesechos.fr. In February 2000, the FT launched a new German language newspaper, FT Deutschland, with a fully integrated online business news and data service.
- Through FT Interactive Data, the FT Group is one of the world's leading sources of securities pricing and specialist financial information to global institutional, professional and individual investors. Its products include eSignal, an online realtime streaming quotation service for brokers and active traders.
- FT Business, which produces specialist information on the retail, personal and institutional finance industries. It publishes the UK's premier personal finance magazine, Investors Chronicle, and The Banker, Money Management and Financial Adviser for professional advisers.
- The Financial Times Group also has a stake in a number of joint ventures, including;
 - FTSE International, a joint venture with the London Stock Exchange.
 - Vedomosti, Russia's leading business newspaper and a partnership venture with Dow Jones and Independent Media
 - A 50% stake in BDFM, publishers of South Africa's leading financial newspapers and websites.
 - A 50% stake in The Economist Group, which publishes the world's leading weekly business and current affairs journal.
 - A 13.85% stake in Business Standard, one of India's leading financial newspapers.

The FT Group is part of Pearson plc, the international media group.



home > media > press releases



Press releases

- Media
- ▶ Press releases
- Press kit
- Presentations
- Company press offices
- Media contacts



12 September 2005

Marjorie Scardino's presentation at the Citigroup european media conference

[Click here to download the powerpoint presentation.](#)

http://www.pearson.com/press/press_uploadfiles/citigroup_20050912.pdf

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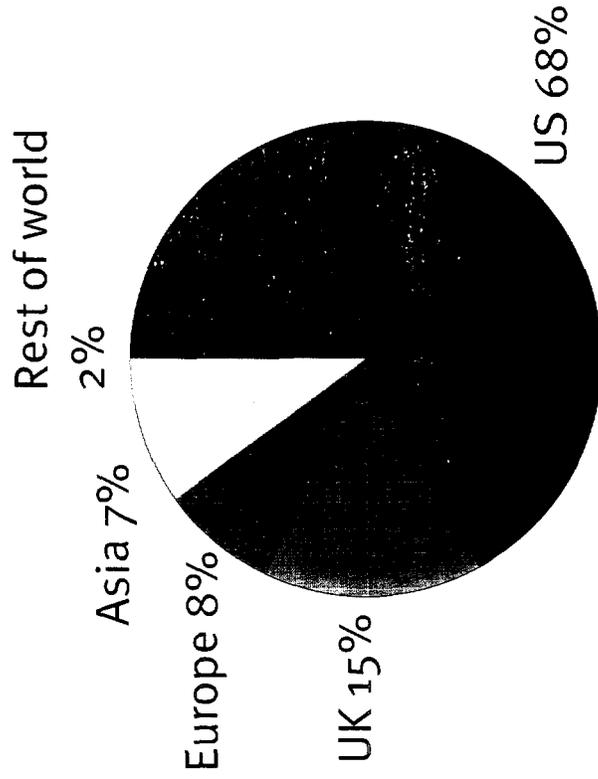
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Citigroup European
Media Conference

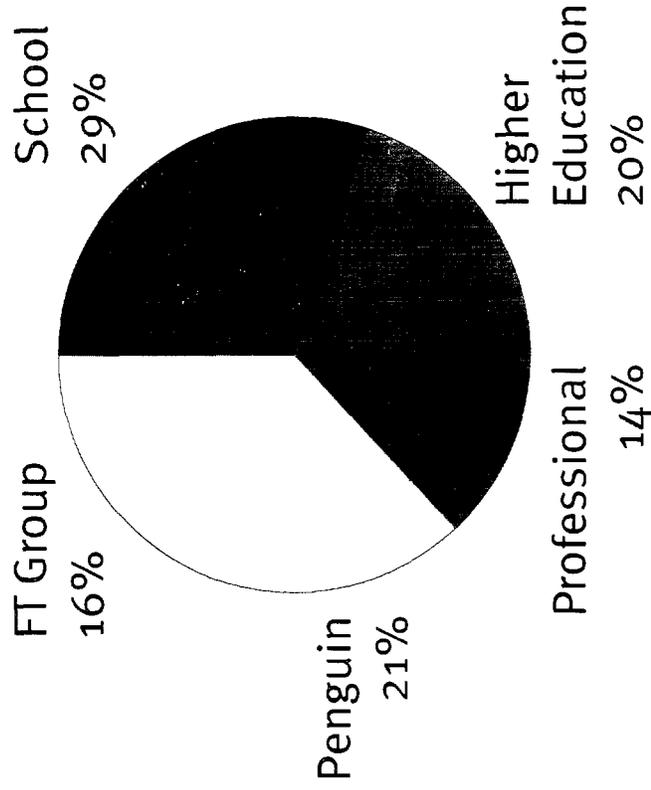
12 September 2005

Pearson today

By region



By business



2004 revenues: £3.7bn

Our advantage

- Growth markets
 - Leading brands
 - Scale and efficiency
 - Steady investment in content and services
 - New geographic markets; new market segments
-

Strong start to 2005

- Sales up 10%; good growth in all parts
 - Operating profit up strongly
 - Balance sheet stronger
 - Continuing dividend growth
-

Our School advantage

	Content	Assessment	Reporting	Data/Services	Platform
Pearson	■	■	■	■	■
McGraw-Hill	■	■	○		
Harcourt (Reed)	■	■	○		
Houghton Mifflin	■	■	○		

■ Significant

○ Some

Healthy adoption opportunities

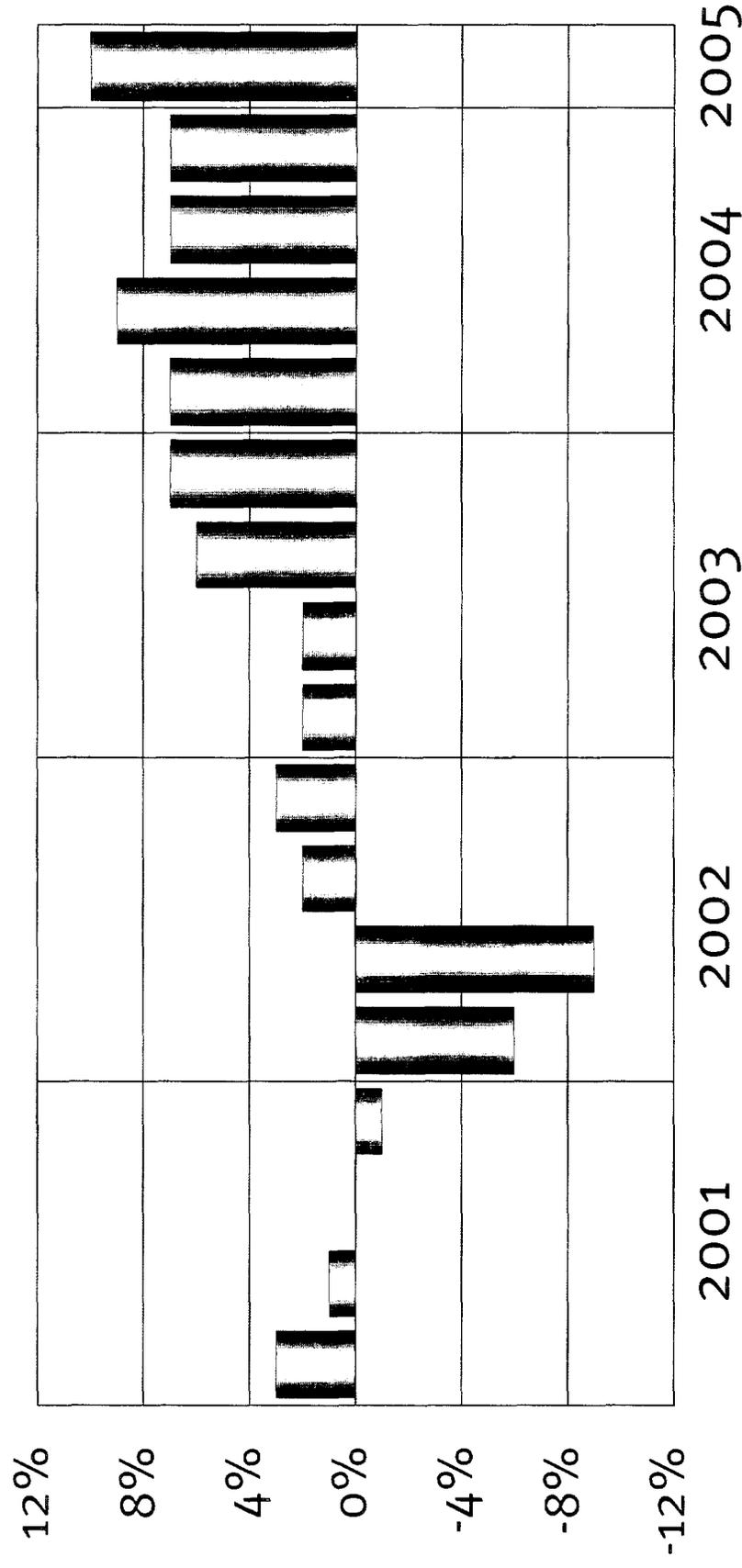
2005-2007

\$m	2004	2005E	2006E	2007E
Reading / literature	100	100	170	160
Math	300	110	40	220
Science	50	100	170	170
Social studies	10	210	170	130
Other	40	380	70	70
Total	500	900	620	750
<i>Pearson participation</i>	<i>90%</i>	<i>75%</i>	<i>90%+</i>	<i>90%+</i>

Source: Pearson estimates

The funding environment

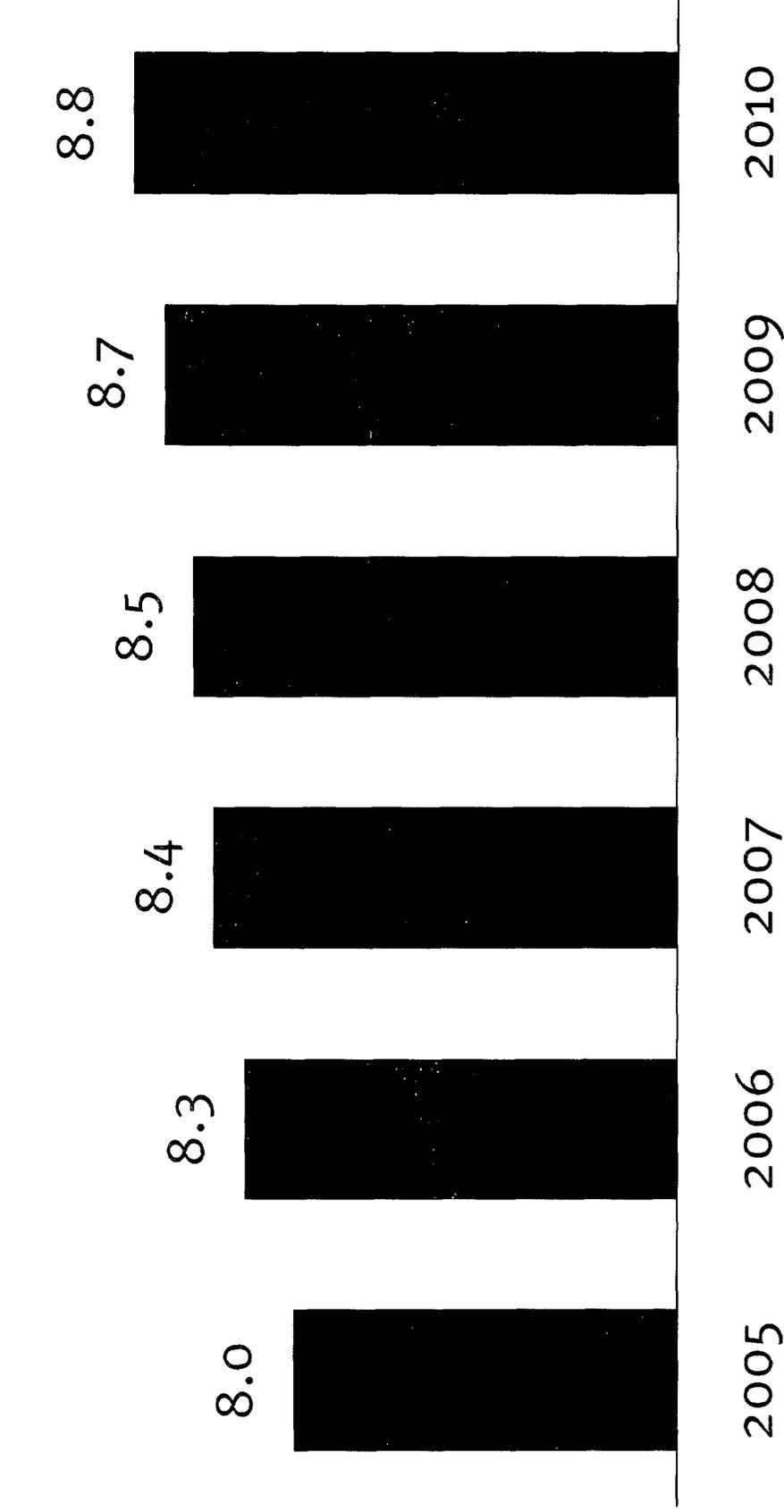
Year-on-year changes in quarterly state tax revenues



Source: US Census Bureau

The funding environment

Annual expenditure per child, \$000s



Source: US Dept of Education, NCES

Note: middle alternative projections as at 2001/02 dollars, not inflation adjusted

The policy environment

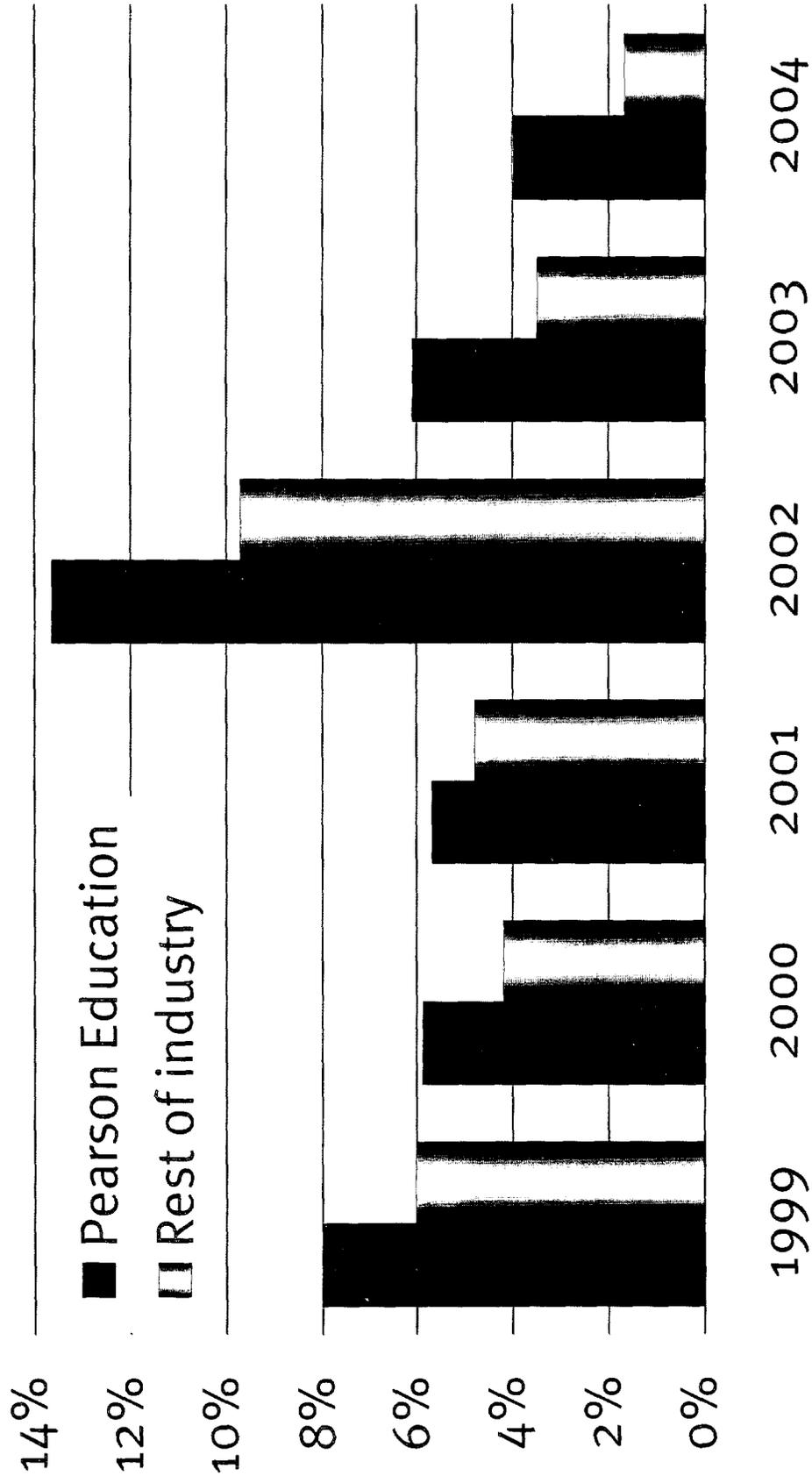
- Standards movement a priority
 - Materials and assessment required for achievement
 - Schools looking for operational improvements
 - Technology taking hold
-

Outlook

- Adoption cycle strong
 - Funding environment healthy
 - Policy supports materials, testing and technology
-

Our college advantage

% change in gross sales vs. prior year



Source: Management Practice Data

A growing college population

Total enrolment in all degree-granting institutions
('000's)



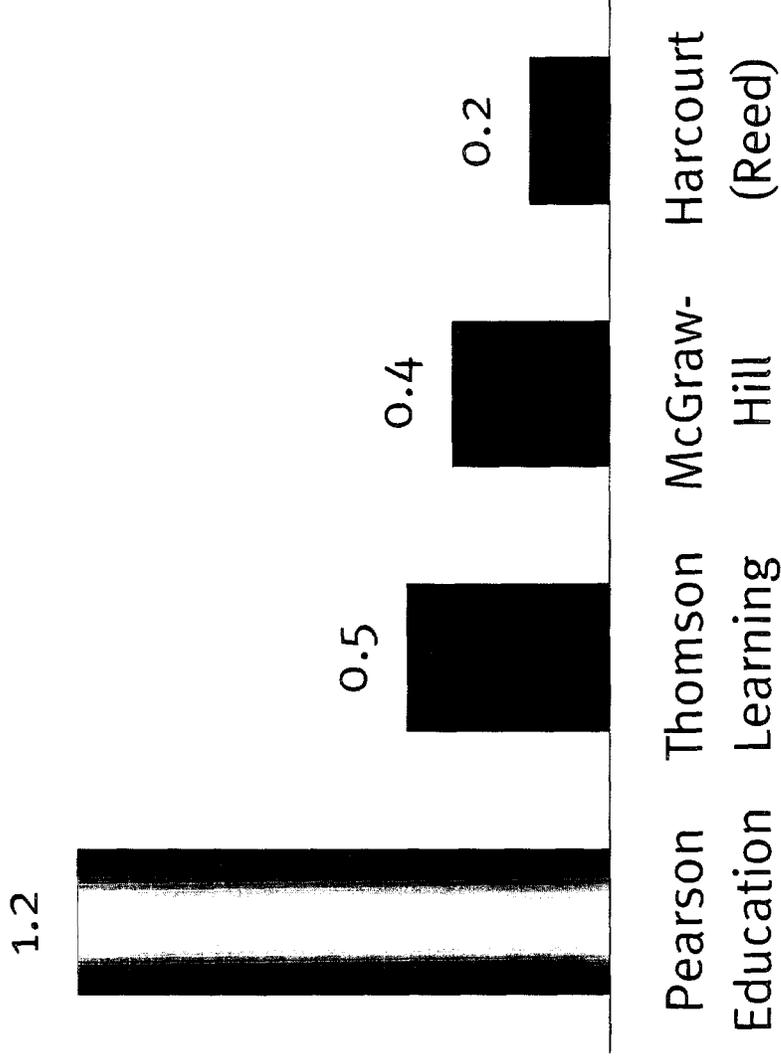
Source: US Department of Education, NCES

Growth in workforce education

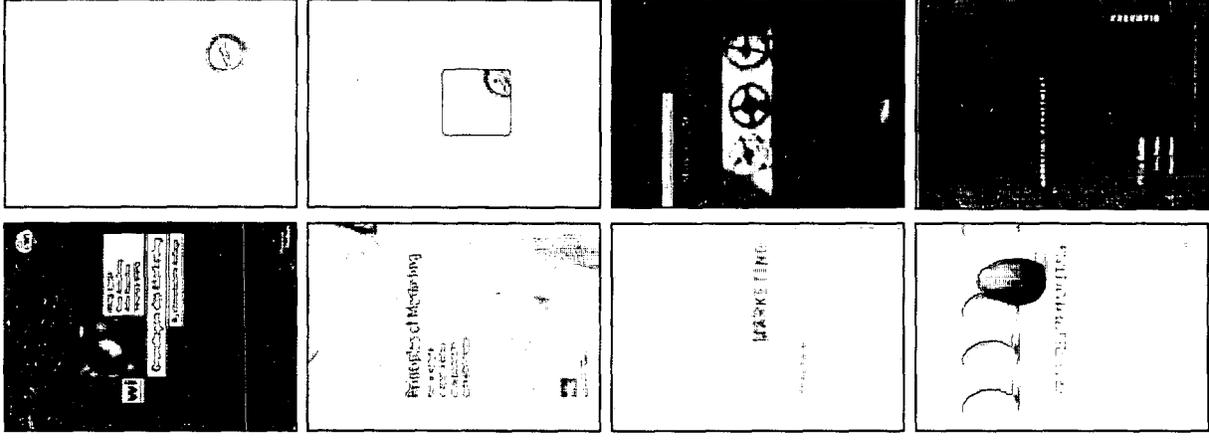


Our international advantage

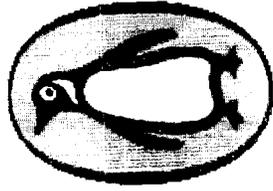
Sales (\$bn)



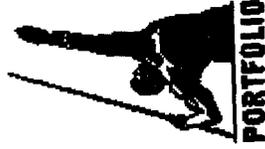
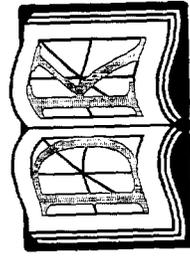
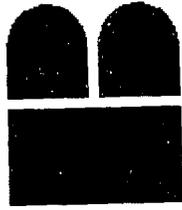
Note: Education revenues from outside the US.



Penguin's advantage



PENGUIN
MICHAEL
JOSEPH



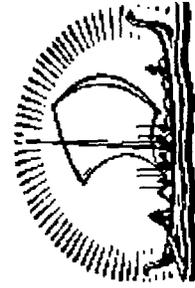
*The
Penguin
Press*



GOTHAM
BOOKS



RIVERHEAD
BOOKS



PENGUIN
ALLEN LANE

Penguin's advantage

FRIEDRICH NIETZSCHE WHY I AM SO WISE

I know my fate. One day there will be associated with my name the recollection of something frightful—a crisis like no other before on earth, of the profoundest collision of sciences.

Penguin Books Ltd Great Britain

JUAN JAVIEREN BOUSSET THE SOCIAL CONTRACT

WILLIAM HAZLITT ON THE PLEASURE OF HATING

Let the ruling classes tremble at a Communist revolution. The proletarians have nothing to lose but their chains. They have a world to win. Working men of all countries, unite!

The Communist Manifesto
Karl Marx & Friedrich Engels

Penguin Books Great Britain

ON ART AND LIFE

JOHN RUSKIN

YOU MUST EITHER MAKE A TOOL OF THE CREATOR OR A MAN OF HER. YOU CANNOT MAKE BOTH.

PENGUIN BOOKS
LONDON

MARCUS AURELIUS MEDITATIONS A LITTLE FLESH, A LITTLE BREAD, AND A REASON TO RULE ALL THESE HATERS OF THEMSELVES

PENGUIN BOOKS GREAT IDEAS

PENGUIN BOOKS FRIENDSHIP

JAMN AUGUSTINE CONFESSIONS OF A SINNER

AT A POINT I HAD FRAYED TO YOU FOR CHARITY AND JOY GIVE ME CHARITY BUT NOT JOY

PENGUIN BOOKS GREAT IDEAS

THOMAS PAINE COMMON SENSE

When my countrymen which I had just set my feet was set on fire about my ears. It was time to stir.

PENGUIN BOOKS GREAT IDEAS

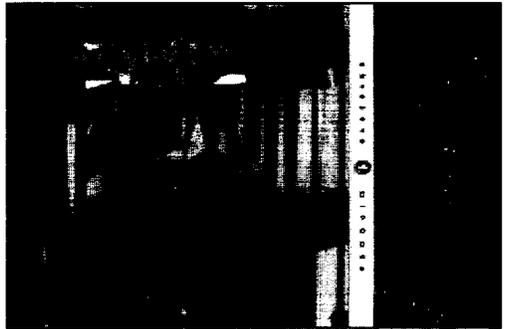
PENGUIN BOOKS WHY I WRITE

Political language is designed to make its sound credible and murder respectable, and to give an appearance of solidity to pure words.

GEORGE ORWELL

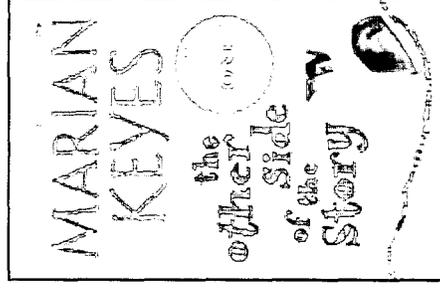
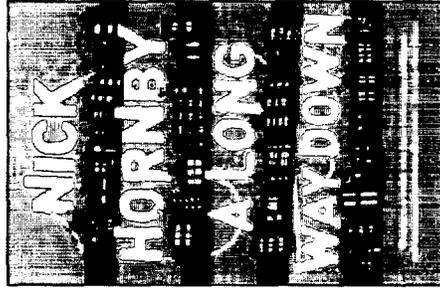
PENGUIN BOOKS GREAT IDEAS

Penguin's advantage



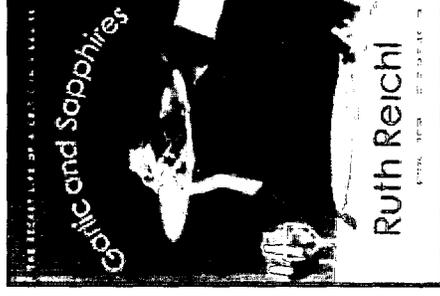
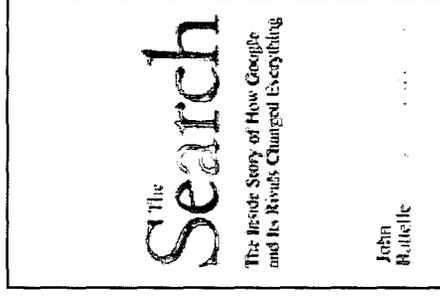
Novel ideas

- Growth in UK commercial fiction



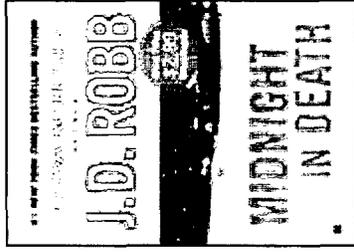
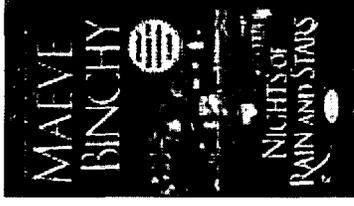
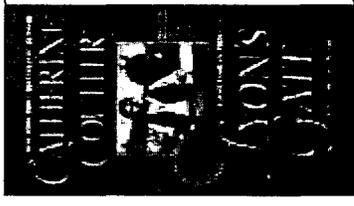
Novel ideas

- Growth in UK commercial fiction
- Successful new imprints



Novel ideas

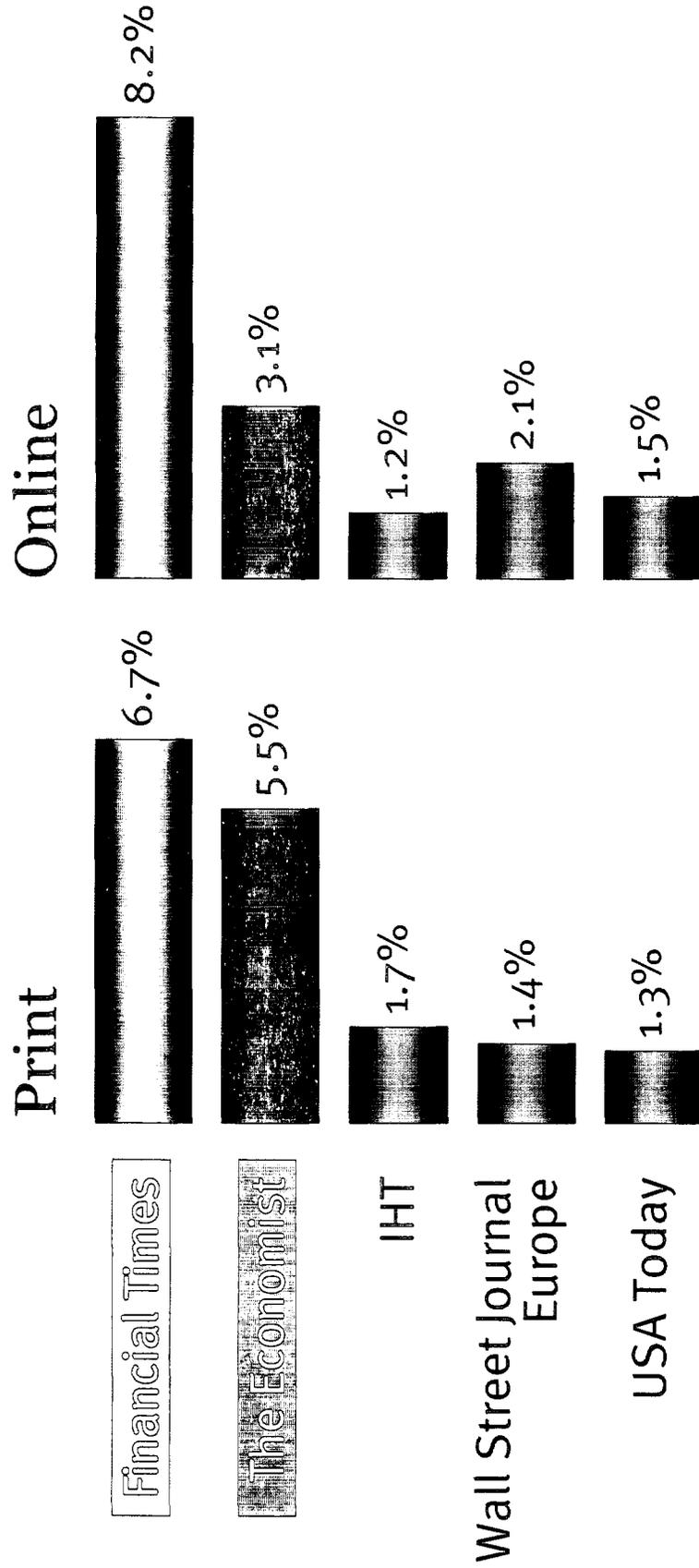
- Growth in UK commercial fiction
- Successful new imprints
- Mass market innovation



The FT's advantage

- Global brand
 - Lower costs
 - Premium content
 - Niche audience
 - Leading online service
-

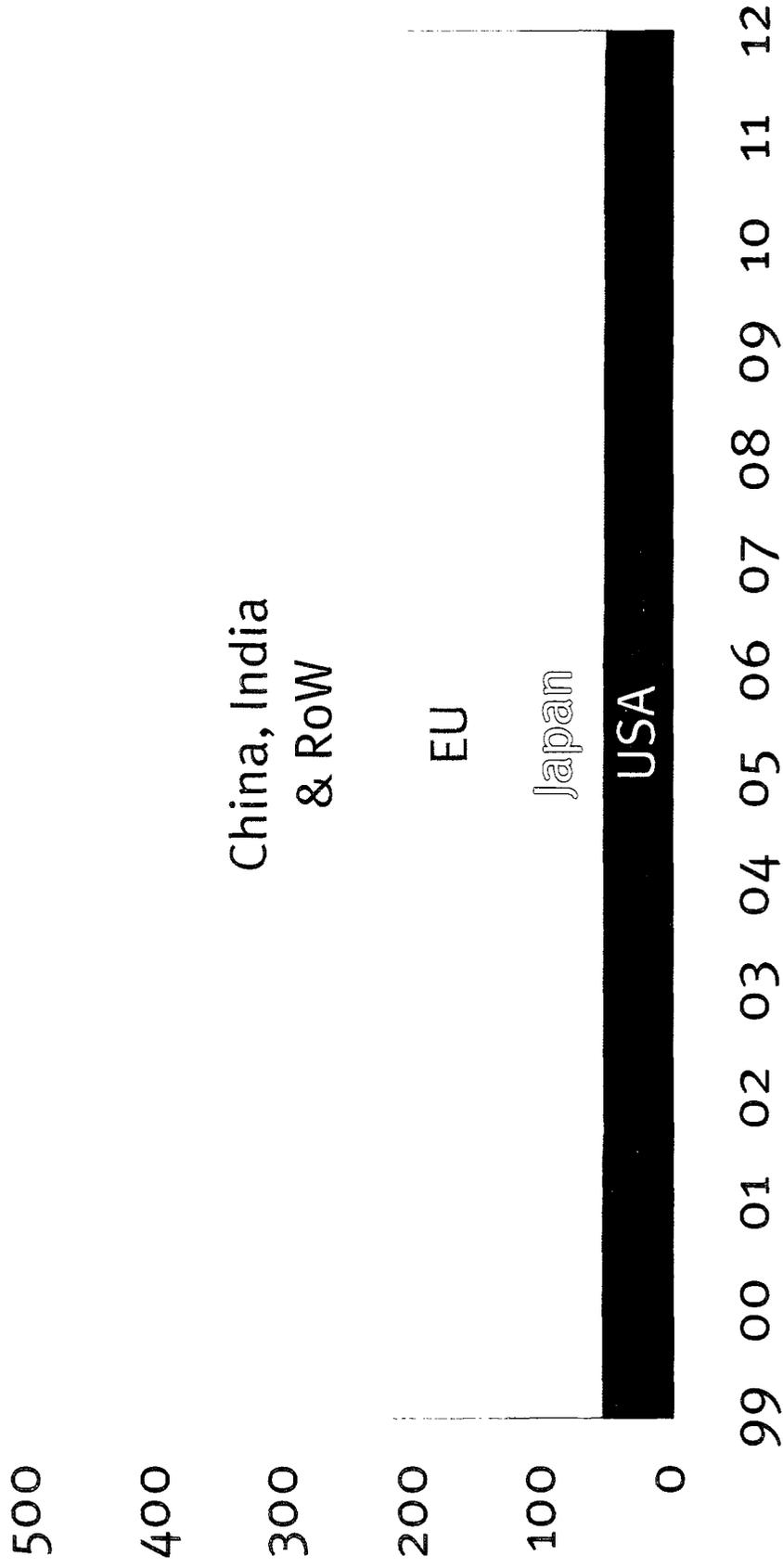
Good news: readership Regular readers in Europe



Source: Europe 2005
Universe: 10.157m Sample: 11,002

Growth in international news

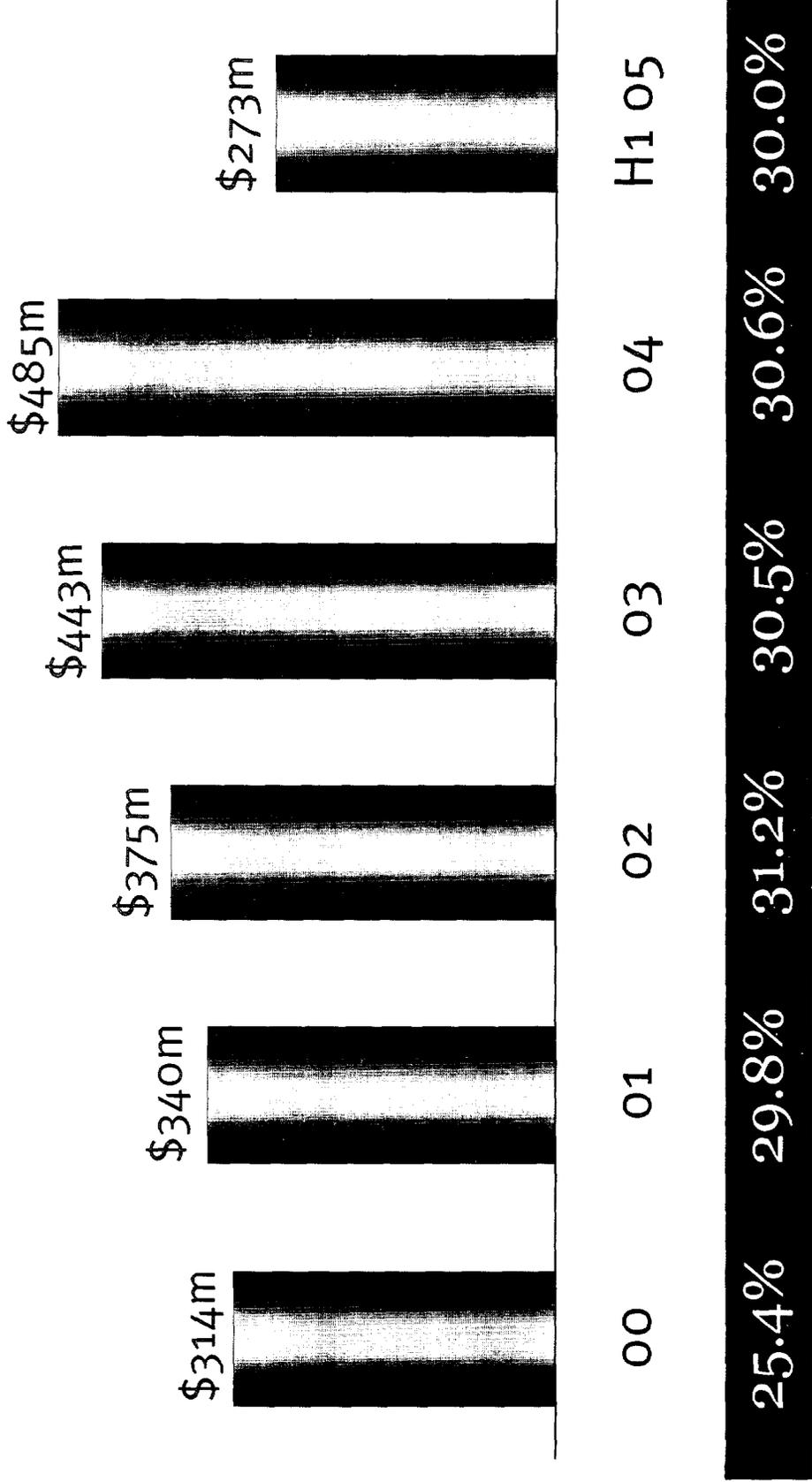
Total circulation, millions



Source: World Association of Newspapers / ZenithOptimedia

IDC'S advantage

Revenues & margins



as reported under US GAAP

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- Press kit
- Presentations
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15 September 2005

Notification of Directors' Interests

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15 September 2005

Pearson plc – Notification of Directors' Interests

On 14 September 2005, Mourant & Co Limited, as trustees of the Pearson plc Employee Share Ownership Trust (a discretionary trust under which all employees of the Pearson group are potential beneficiaries) purchased 625,000 shares at 662.8418p.

All the executive directors, being Marjorie Scardino, Rona Fairhead, John Makinson and David Bell, are deemed for Companies Act purposes to be interested in all of these shares.

Following this purchase, the Pearson plc Employee Share Ownership Trust holds a total of 842,683 shares representing 0.1048 % of the issued share capital of the company.



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16 September 2005

FT Launches FT Money Tabloid and Enterprise Page

New 16-page personal finance section FT named Personal Finance Newspaper of the Year

London: September, 16 2005: On Saturday 24 September the Weekend FT will launch its new personal finance section, FT Money. The 16-page full-colour tabloid will contain news, views and interviews from the world of personal finance and investment.

This week the 7-strong personal finance team picked up the Personal Finance Newspaper of the Year award at the ABI Financial Media Awards 2005. Judges commented that the FT's reporting was always "authoritative, relevant and topical" and "explains often complex issues in an easy to understand way".

The same weekend will see the introduction of a "Your Business" page to the Companies and Markets section of the newspaper. The main article will be called "Minding Your Own Business" and will focus on a company and how it can overcome its business problems with advice offered from industry experts. The page will be a practical guide to starting up in business and will also offer articles on red tape, finance and accounting.

Andrew Gowers, Financial Times editor, commented: "September sees exciting changes to the Weekend FT. FT Money will bring readers even more personal finance news and comment from our award winning team and the "Your Business" page will offer expert advice to budding entrepreneurs."

Further information

For further information please contact: Joanna Manning-Cooper/Lucy Ellison on 020 7873 4447/020 7873 3119

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The FT Group is part of Pearson plc, the international media group.

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Press kit

Presentations

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offices

Media contacts



20 September 2005

**Financial Times and Goldman Sachs
announce shortlist for the Business Book of
the Year Award**

The shortlist for the inaugural **Financial Times and Goldman Sachs Business Book of the Year Award** (www.ft.com/bookaward) was announced today by Andrew Gowers, editor of the *Financial Times* at a breakfast reception in London.

The shortlist is:

John Battelle

**THE SEARCH: How Google and Its Rivals Rewrote the
Rules of Business and Transformed Our Culture**

Nicholas Brealey

Thomas Friedman

**THE WORLD IS FLAT: A Brief History of the Globalized
World in the 21st Century**

Penguin/Allen Lane

Steven D Levitt and Stephen J Dubner

**FREAKONOMICS: A Rogue Economist Explores the Hidden
Side of Everything**

Penguin/Allen Lane

Constantinos C Markides and Paul

**FAST SECOND: How Smart Companies Bypass Radical
Innovation to Enter and Dominate New Markets**

Jossey Bass/Wiley

Pietra Rivoli

**THE TRAVELS OF A T-SHIRT IN THE GLOBAL ECONOMY:
An Economist Examines the Markets, Power and Politics
of World Trade**

Wiley

James B. Stewart

DISNEYWAR: The Battle for the Magic Kingdom

Simon & Schuster

The judges met in New York to decide on the six books which, in their opinion, provided the most compelling and enjoyable insight into modern business issues.

Andrew Gowers, Editor, *Financial Times*, comments:

"The Award aims to provide a definitive guide to what's worth reading amongst the deluge of business books published each year. I think my fellow judges will agree that it has provoked a

fascinating debate so far. It proved challenging to identify business books which met the criteria of being both compelling and enjoyable, but we believe we have identified six very strong contenders for the top prize."

Lloyd C. Blankfein, President and Chief Operating Officer, Goldman Sachs, said:

"We received a dauntingly large number of impressive books and reading them defined the summer for me. Choosing the finalists and, ultimately, deciding which book should be declared the winner require the judges to exercise the wisdom of Solomon."

The judging panel for the 2005 Award is:

Lloyd C. Blankfein, President and Chief Operating Officer, The Goldman Sachs Group, Inc

John Gapper, Chief Business Commentator and Associate Editor, Financial Times

Jeffrey Garten, Juan Trippe Professor of International Trade, Finance and Business, Yale School of Management

Andrew Gowers, Editor, Financial Times

Rachel Lomax, Deputy Governor for Monetary Policy, Bank of England

N.R. Narayana Murthy, Chairman and Chief mentor, Infosys Technologies

Sir Martin Sorrell, Chief Executive, WPP

The shortlisted authors will each receive ?5,000, and the winning author will receive ?30,000. The overall winner will be announced at a gala event at The Saatchi Gallery in London on 21st November.

Further information

For further information about the Award, please contact:

Ben Tisdall
Tel 0207 590 0803/ 07855 9426845
ben@midaspr.co.uk

Margot Weale
Tel 0207 590 0804/ 07759 054 727
margot@midaspr.co.uk

FT: Katy Hemmings/Joanna Manning-Cooper
020 7010 2307/020 7873 4447

Photographs of the judging and the shortlist announcement are available on request.

The Financial Times and Goldman Sachs Business Book of the Year

SHORTLIST 2005

THE SEARCH: *How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture*

John Battelle

Portfolio/Nicholas Brealey

£16.99

The rise of Google is one of the most amazing stories of our time. Jumping into the search industry long after its competitors, Google offered a radical new approach to search, redefined the idea of viral marketing, survived the dot-com crash and pulled off the largest and most talked-about initial public offering in the history of Silicon Valley. John Battelle, cofounder of *Wired* and founder of *The Industry Standard* and *TheStandard.com* describes how Google really succeeded ? and the implications of a world in which every click can be preserved forever.

THE WORLD IS FLAT: *A Brief History of the Globalized World in the Twenty-first Century*

Thomas Friedman

Penguin/Allen Lane

£20.00

Pulitzer Prize-winning *New York Times* columnist Thomas Friedman argues that the beginning of the 21st Century will be remembered as the dawn of a new age of globalization ? a ? flattening? of the world. The explosion of advanced technologies now means that suddenly knowledge-pools and resources have connected all over the planet, levelling the playing field as never before, so that each of us is potentially an equal ? and competitor ? of the other. Friedman explains how it happened; what it will mean for countries and individuals; and how governments and societies can ? and must ? adapt.

FREAKONOMICS: *A Rogue Economist Explores the Hidden Side of Everything*

Steven D Levitt and Stephen J Dubner

Penguin/Allen Lane

£20.00

Freakonomics turns conventional economics on its head, stripping away the jargon and calculations of the ?experts? to explore the riddles of everyday life. Which is more dangerous, a gun or a swimming pool? What do schoolteachers and sumo wrestlers have in common? Why do drug dealers still live with their mothers? And why do prostitutes earn more than architects? Steven D Levitt teaches economics at the University of Chicago and recently won the American Economic Association's John Bates Clark Medal for the best American economist under forty. Stephen J Dubner writes for the *New York Times* and the *New Yorker*.

FAST SECOND: How Smart Companies Bypass Radical Innovation to Enter and Dominate New Markets
Constantinos C Markides & Paul A Geroski
Jossey Bass/Wiley
?19.99

International strategy experts Markides and the late Geroski argue that most established companies are far better suited to scaling up newly created markets pioneered by others (in other words, being "fast seconds") than to creating these markets from scratch. Constantinos C Markides is professor of strategic and international management at London Business School and holds the Robert P Bauman Chair of Strategic Leadership at the London Business School. The late Paul A Geroski was professor of economics at London Business School and Chairman of the Competition Commission in the UK.

THE TRAVELS OF A T-SHIRT IN THE GLOBAL ECONOMY: An Economist Examines the Markets, Power and Politics of World Trade
Pietra Rivoli
Wiley
?19.99

Associate Professor at Georgetown University's McDonough School of Business, Pietra Rivoli takes the reader on a round-the-world adventure to reveal the life story of an everyday T-shirt. Over a five-year period, Dr. Rivoli travelled from a West Texas cotton field to a garment factory in China, and from trade negotiations in Washington to a used clothing market in Africa to uncover the complex global, political and economic forces that determine who wins and who loses ? and why ? in the competitive global marketplace.

DISNEYWAR: The Battle for the Magic Kingdom
James B Stewart
Simon & Schuster
?20.00

When Roy Disney, chairman of Disney animation and nephew of founder Walt Disney, abruptly resigned in November and declared war on chairman and chief executive Michael Eisner, he sent shock waves around the business world. Drawing on unprecedented access to both Eisner and Roy Disney, current and former Disney executives and board members, this is the inside story of what drove the iconic entertainment company to civil war. James B Stewart is a former editor at the *Wall Street Journal*, a bestselling author and regular contributor to *SmartMoney* and *The New Yorker*.

Notes to Editors:

- ▶ **The 2005 Financial Times and Goldman Sachs Business Book of the Year Award** was open to any business book published in the English language between 31st October 2004 and 1st November 2005.
- ▶ Andrew Gowers, Editor and Andrew Hill, Financial Editor of the Financial Times and administrator of the Award are available for comment.

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- **Goldman Sachs** is a global investment banking, securities and investment management firm. It provides a wide range of services to a substantial and diversified client base that includes corporations, institutional investors, governments, non-profit organizations and individuals. Founded in 1869, Goldman Sachs has long sustained a commitment to hiring and training outstanding leaders. Its business principles are rooted in integrity, a commitment to excellence, innovation and teamwork. These values enable the firm to execute successfully a business strategy that is focused on extraordinary client service and superior long-term financial performance for its shareholders. For further information about **Goldman Sachs** contact: Simon Eaton: tel 00 44 207 774 4102 email: simon.eaton@gs.com

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