

## Recognition and awards

### Highlights from Pearson

We maintained our position as **Global Leader in our sector** (Media) in the Dow Jones Sustainability Indices for the third year running.

In the US, Pearson was included on the **100 Best Companies for Working Mothers' list** for the ninth time in ten years, assessed on factors such as benefits, women's issues and advancement, child care, flexible work and company culture.



We were again honoured – for the second time in three years – with the Cause Marketing Forum's Halo Award for **Best Cause Marketing Event 2009**, recognition of Jumpstart's 2008 Read for the Record campaign.



IN PARTNERSHIP WITH



October 8, 2009

We were awarded the Opportunity Now FTSE Executive Women Award 2009 for **employing the most female executives**. Opportunity Now, part of Business in the Community, is the foremost UK benchmark for gender equality, diversity and inclusion. Pearson also claimed **top place in a landmark study on gender balance and equal opportunities** in the FTSE 350 index, commissioned by *The Observer*, a major UK Sunday newspaper.

We have been included in the FTSE4Good indices since their inception.



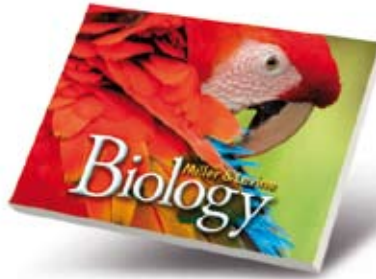
FTSE4Good

## Recognition and awards continued

### Snapshots from our business

#### Association of Educational Publishers Awards

The new edition of *Miller and Levine Biology*, the world's bestselling high school biology book, took top honours at the 2009 AEPs for its innovative digital path and overall high school science curriculum.



**Webby Awards** FT Alphaville landed the People's Voice award for best business blog at the prestigious annual Webby Awards in 2009.



**BESSIE Awards** Pearson Longman's Teacher Development Interactive, an online, video-based professional development programme for English Language Teachers, won a 2009 Best Educational Software Award (BESSIE) from the ComputED Learning Center.

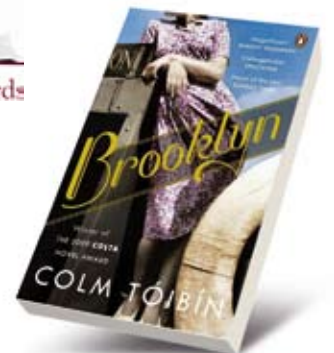


#### First Women Awards

The FT Group won Business of the Year at the 2009 First Women Awards, with judges citing the high proportion of women on the management team: 'With such a group of women at its helm, how could it be anything but daring, imaginative and counter-intuitive'.



**Costa Book Awards** Penguin author Colm Tóibín won the Costa Book of the Year Award 2009 for his novel, *Brooklyn*, and was longlisted for the Man Booker Prize.



#### Nautilus Book Awards

Tarcher/Penguin won a record 14 out of 23 categorical awards in the 2009 Nautilus Book Awards, the highest number of Nautilus Silver Awards ever won by a single publisher.