

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.



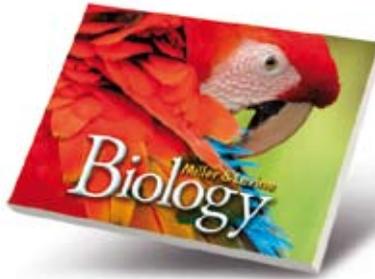
FTSE4Good

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.

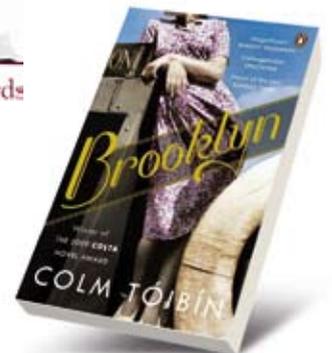


First Women Awards

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.