

What Do College Students Really Want and Need to Succeed on Campus?

Pearson's Student Advisory Board gives college students a voice to address issues important to them

BOSTON, October 22, 2009— With a record 18.4 million students now enrolled in higher education across the US and the economy still on shaky ground, students have a laser focus on ensuring their education successfully prepares them for life beyond the campus. That's why Pearson, a global leader in education, technology and services, continues to work directly with students to shape existing and future products and services aimed at student success.

For the third straight year, Pearson's Student Advisory Board is giving college students a voice to address the issues most important to them and their peers. Students offer company executives invaluable feedback about course materials, while executives provide students with insight into how business decisions are made as well as career advice and support.

"Our Student Advisory Board is all about building a stronger connection between what we do at Pearson and the world of college students everywhere," said Sandi Kirshner, Chief Marketing Officer of Pearson Higher Education. "We have worked with many talented and bright students these past few years who are an incredible source of new ideas about what students really want and need to achieve success in today's classrooms."

"I've been given a unique opportunity to work with top executives to influence the products of an incredible company and truly have my voice heard," said Ali Huberlie, a junior at the University of Pennsylvania. "I believe that when I look back on my four years of college, my time on the Student Advisory Board will stick out for the opportunity I was given to participate in the business world and influence the future of education."

Comprised of 11 students from university and community college campuses in the US and Canada, Pearson's 2009-10 Student Advisory Board represents a range of talents and backgrounds. Candidates were recruited through college and university presidents, deans of students, professors, honors program directors and student leadership organizations.

This year's Student Advisory Board will focus on Pearson Free Agent, a project created by students for students to gain more input into their educational materials, including review of book chapters and new technology models, participation in surveys and submission of original content such as essays, photography and art. This year's board also will produce a documentary series about student success and study habits.

The 2008-09 Student Advisory Board focused on environmental issues and rallied students at campuses across the US to get behind the sustainability movement to improve the environment. And, both the 2008-09 and 2007-08 boards worked to launch Pearson's Campus Ambassadors program, a campus-based program for students to help their peers succeed by getting the most effective use out of their educational materials.

More information about the Pearson Student Advisory Board is available at www.pearsonstudents.com or at the group's Facebook page at <http://www.facebook.com/pages/Pearson-Education/9704821975>.

The 2009-10 Pearson Student Advisory Board members are:

- Syed Azfar, a junior at the University of Massachusetts, Amherst, majoring in electrical and computer engineering
- Brendan Chan, a junior at the University of Texas Austin, majoring in marketing
- Joan Craig, a junior at the University of Windsor, majoring in psychology
- David Garcia, a senior at the University of Texas San Antonio, majoring in information systems and infrastructure assurance
- Ali Huberlie, a junior at the University of Pennsylvania, majoring in urban studies and political science
- Danuel Laan, a senior at the University of Alabama, majoring in molecular biology
- Michelle McGovern, a senior at the University of Central Florida, majoring in hospitality management
- Mariah O'Toole, a second-year student at Greenville (SC) Technical College, majoring in graphic communications
- Brianna Pomatico, a junior at New York University, majoring in media, culture and communications
- Camille Reynolds, a senior at the University of Michigan, majoring in classical studies
- Greg Toner, a senior at the University of Ottawa, majoring in accounting

About Pearson -- Pearson (NYSE:PSO), the global leader in education and education technology, reaches and engages today's digital natives with effective and personalized learning, as well as dedicated professional development for their teachers. This commitment is demonstrated in the company's investment in innovative print and digital education materials for preK through college, student information systems and learning management systems, teacher professional development, career certification programs, and testing and assessment products that set the standard for the industry. The company's respected brands include eCollege, Prentice Hall, Addison Wesley, Benjamin Cummings, Allyn & Bacon/Merrill, Longman and many others. Pearson's comprehensive offerings help inform targeted instruction and intervention so that success is within reach of every student at every level of education. Pearson's commitment to education for all is supported by the global philanthropic initiatives of the Pearson Foundation. Pearson's other primary businesses include the Financial Times Group and the Penguin Group. For more information, go to www.pearson.com.

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