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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant name			
Organization	Pearson, Inc.		
2. Address <input type="checkbox"/> Check if different than previously reported			
4250 Fairfax Dr.	Suite 1200		
City Arlington	State VA	Zip Code 22203	Country US
3. Principal place of business (if different than line 2)			
City	State	Zip Code	Country
4a. Contact Name		b. Telephone number	c. E-mail
Prefix	Full Name		
Mr.	Steven Kingsley	703-284-5818	steven.kingsley@pearson.com
7. Client Name <input checked="" type="checkbox"/> Self			5. Senate ID #
Pearson, Inc.			6. House ID #
			36658001

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30) OR Year End (July 1-December)

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report ⇨ Termination Date _____ 11. No Lobbying Acti

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

<p align="center">12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____</p> <p>Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).</p>	<p align="center">13. Organizations</p> <p>EXPENSES relating to lobbying activities for this reporting were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> ⇨ \$ <u>16,000</u></p> <p>14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options.</p> <p><input checked="" type="checkbox"/> Method A. Reporting amounts using LDA definitions of</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) of Internal Revenue Code</p>
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Form Co

Steven Kingsley 2/14/05

Printed Name and Title Steven Kingsley, Vice President Federal Government Relations

Registrant Name Pearson, Inc. Client Name Pearson, Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code** information as requested. Attach additional page(s) as needed.

15. General issue area code EDU - Education (one per page)

16. Specific lobbying issues *Add page to continue specific issues description for this issue*

Textbook publishing and content
Textbook prices

17. House(s) of Congress and Federal agencies contacted Check if None

House
Senate

18. Name of each individual who acted as a lobbyist in this issue area *Add a page to continue adding lobbyists for fi*

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Steven	Kingsley		
Dan	Mullaney		

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

To advocate against unfair limits on textbook prices and contents.

Steven Kingsley 2/14/05

Registrant Name Pearson, Inc. Client Name Pearson, Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod information as requested. Attach additional page(s) as needed.**

15. General issue area code HOM - Homeland Security (one per page)

16. Specific lobbying issues

Add page to continue specific issues description for this issue 

Providing information on contracts Pearson has or had with TSA, CIS

17. House(s) of Congress and Federal agencies contacted Check if None

House
Senate
White House
Department of Homeland Security

18. Name of each individual who acted as a lobbyist in this issue area *Add a page to continue adding lobbyists for t*

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Steven	Kingsley		
Dan	Mullaney		
Susan	Lent		
Sandy	Kress		

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Ensure that Congress and Executive Branch understand scope and results of contracts with TSA and CIS.

Steven Kingsley 2/14/05

Registrant Name Pearson, Inc. Client Name Pearson, Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code** information as requested. Attach additional page(s) as needed.

15. General issue area code MMM - Medicare/Medicaid (one per page)

16. Specific lobbying issues

Add page to continue specific issues description for this issue

Providing information on contracts Pearson has with CMS

17. House(s) of Congress and Federal agencies contacted Check if None

House
Senate

18. Name of each individual who acted as a lobbyist in this issue area *Add a page to continue adding lobbyists for this issue*

First Name	Name Last Name	Suffix	Covered Official Position (if applicable)
Steven	Kingsley		
Dan	Mullaney		

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Ensure that Congress understands complexity and results of contracts with CMS.

Ben Kingsley 2/14/05

Add a page for a different issue

