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6 October 2015

Dear Customer,

We are contacting you today to inform you of some significant upcoming changes regarding the way we will be doing business and providing services for Higher Education, Professional and International Schools Accounts within Israel.

Following the implementation of a Global Education Strategy and a change towards a Partner model in certain geographies in the world, in the coming weeks we will modify our distribution model into one Partner for the CEE and Israel region. We will be partnering with ABE-IPS who is our nominated distributor for the Higher Education, Professional and International Schools portfolio in the CEE and now will be in Israel.

We strongly believe that the new model will bring a number of improvements in operations and in the delivery chain across the region and will result in customized support and will build new abilities to meet specific market needs.

As a result of this change we would like to inform you that all direct Pearson accounts will be closed as of the 1st of November 2015 and an ABE representative will get in contact with you to discuss the specifics of the new relationship and how to tailor services for your needs.

From 1st of November orders should be placed directly to our nominated distributor ABE-IPS at the following e-mail address: orders@abe.pl. If you have any questions please do not hesitate to contact our regional managers:

Ms Malgorzata Jaroszewska-Grabos: malgorzata.jaroszewska-grabos@pearson.com

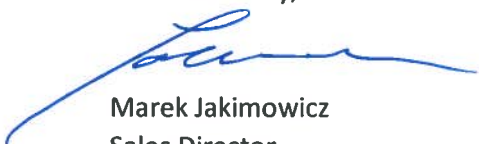
Mr Niki Arnold: niki.arnold@pearson.com

We would welcome your thoughts on this change and the opportunity to discuss this strategy without in person if required.

Thank you for your co-operation so far, we greatly believe that cooperation with ABE-IPS will provide new business opportunities for you in the coming future.

We kindly encourage you to meet ABE-IPS in Frankfurt at The Book Fair: Hall 5.0 stand B99 "Polish Stand." It will be a great opportunity to discuss and clarify all questions you might have. To appoint a meeting please contact Marcin Gabriel, Books Department Director marcin.gabriel@abe.pl

Yours faithfully,



Marek Jakimowicz
Sales Director
Pearson Central Europe



Marcin Rudnik
Finance & Operations Director
Pearson Central Europe