



DESIGNATION OF GOVERNMENTAL AFFAIRS AGENT

NEW JERSEY ELECTION LAW ENFORCEMENT COMMISSION
P.O. Box 185, Trenton, NJ 08625-0185
(609) 292-8700 or Toll Free Within NJ 1-888-313-ELEC (3532)
Website: www.elec.state.nj.us

FORM L-2 Reporting For Calendar Year 2010

ELEC RECEIVED

FEB 15 2011

FOR STATE USE ONLY

Amendment []

Name of Represented Entity Pearson Education

Business Address One Lake Street

City Upper Saddle River State NJ Zip Code 07458

*(Area Code) Telephone Number (317) 815-8958

The above named Represented Entity hereby designates the following Governmental Affairs Agent, or Governmental Affairs Agent Firm, employed or otherwise engaged by the Represented Entity, to file on its behalf the Annual Report of Lobbying Activity covering calendar year 2010 with the Election Law Enforcement Commission.

Name of Governmental Affairs Agent or Governmental Affairs Agent Firm Riker Danzig Scherer Hyland & Perretti LLP

Business Address 50 West State Street, Suite 1010

City Trenton State NJ Zip Code 08608

This designation further represents a statement by the Represented Entity that the only reportable expenditures made by the Represented Entity were to the Governmental Affairs Agent or Governmental Affairs Agent Firm herein designated.

It is understood that any violation of the Act, N.J.S.A. 52:13C-18 et seq. or the regulations promulgated thereunder, shall subject both the Represented Entity and designated Governmental Affairs Agent or Governmental Affairs Agent Firm to the penalties provided by law.

Acknowledged:

Riker Danzig Scherer Hyland & Perretti LLP
Name of Governmental Affairs Agent or Governmental Affairs Agent Firm

Pearson Education
Print Full Name of Represented Entity

By: Mary Kathryn Roberts
Print Full Name

By: Alan Morgan/Vice President
Print Full Name/Title

Signature

Signature

Date 2-15-11

Date