

August 29, 2001

To whom it may concern

Yahoo Japan Corporation
Masahiro Inoue, President & CEO
Stock code: 4689

**Yahoo! JAPAN Announces Third Party Share Allotment Under the Temporary
Measures Law**

In a meeting of the Board of Directors held on August 29, 2001, the following details were decided regarding a third party allotment of new shares, which had previously been approved in a extraordinary shareholders' meeting held on August 28, 1997 in accordance with Article 8 of the temporary measures law to facilitate the implementation of specific new businesses.

1. Number of new shares to be issued: 598.8 common par value shares
2. Issue price: 50,000 per share
3. Amount not included in capital: ¥0 per share
4. Payment date: Friday, September 14, 2001
5. Allotment method: Shares to be allotted to a total of 43 Directors and employees according to the exercise of subscription contracts.
6. Date of record for dividends: Sunday, April 1, 2001