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To whom it may concern

Yahoo Japan Corporation
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Stock code: 4689

Yahoo Japan Corporation announces monthly data for February 2005

Yahoo Japan Corporation announces monthly data on its businesses for February 2005, as attached.

Subject	February 2005	January 2005 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	2,671 million PVs	2,826 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 4,756 thousand lines	Approx. 4,713 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,174 thousand lines	Approx. 1,169 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	3,577 million PVs	3,692 million PVs
Number of Business Express Contracts (*2)	2,847 contracts	2,581 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	6,752 million PVs	7,258 million PVs
Number of Auction Unique Browsers (*3)	18.45 million browsers	19.45 million browsers
Average Number of Total Listed Items (*4)	7.50 million items	6.88 million items
Average Closing Price (*5)	5,798 yen	5,991 yen
Average Successful Auction Ratio (*6)	40%	41%
Number of Stores (*7)	3,436 stores	3,442 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 51.6 billion yen	Approx. 54.6 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	497 million PVs	543 million PVs
Number of Stores (*9)	3,065 stores	2,888 stores
Monthly Volume of Shopping Transacted on the Site (*10)	Approx. 6.7 billion yen	Approx. 7.3 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	6,620 million PVs	6,542 million PVs
Business Solutions (BS) Business Division		
Monthly Page Views for BS Business Division	2.4 million PVs	2.5 million PVs
Corporate Common Data		
Total Monthly Page Views	23,624 million PVs	24,392 million PVs
Non-Divisional Page Views including Top Pages (*11)	3,503 million PVs	3,525 million PVs
Number of Unique Browsers (*12)	80.43 million browsers	82.50 million browsers
Number of Active User IDs on Yahoo! JAPAN (*13)	12.64 million IDs	12.70 million IDs
Number of Yahoo! Premium Member IDs (*14)	5.00 million IDs	4.92 million IDs
Monthly Volume of Commerce Transacted on the Site (*15)	Approx. 58.4 billion yen	Approx. 62.0 billion yen

(*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)

(*2) Monthly number of Business Express contracts

(*3) Number of browsers which accessed Yahoo! Auctions each month

(*4) Average number of total listed items for each month

(*5) Average closing price for each month

(*6) Average ratio of successful auctions per day for each month (excluding the ratio for the final days of free listing campaigns)

(*7) Number of stores at the end of each month

(*8) Total turnover of auctions completed on the site. Since it contains items in Special Categories (automobiles, motorcycles, and real estates), and since Yahoo! JAPAN doesn't collect a transaction fee when an auction is cancelled after completion, the monthly transaction revenue from auctions can not be calculated by multiplying this figure by 3%.

(*9) Number of stores at the end of each month

(*10) Total turnover of each month including Yahoo! Travel, SevenAndY (formerly eS! Books) and Yahoo! Tickets.

The figures are tentative, since cancellation and others could take place in the future.

(*11) Page Views which are not included in Business Divisions such as Top Pages

(*12) Number of browsers which accessed Yahoo! JAPAN services each month

(*13) Number of Yahoo! JAPAN IDs which logged in each month

(*14) Number of Yahoo! Premium Member IDs at the end of each month

(*15) Monthly volume of commerce is the turnover of auction and shopping businesses including Yahoo! Travel, SevenAndY (formerly eS! Books) and Yahoo! Tickets.

The figures are tentative, since cancellation and others could take place in the future.

Note: The increase in the number of Yahoo! Premium Member IDs was limited compared with the previous months probably due to the termination of "Yahoo! Premium free membership campaign for Yahoo! BB members."