

August 10, 2009

To whom it may concern

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

Yahoo Japan Corporation announces monthly data for July 2009

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for July 2009, as attached.

Subjects	July 2009	June 2009 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	46,927 million PVs	46,445 million PVs
Daily Average Total Monthly Page Views	1,513 million PVs	1,548 million PVs
Yahoo! Mobile Page Views	6,221 million PVs	6,043 million PVs
Daily Average Yahoo! Mobile Page Views	200 million PVs	201 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	201.19 million browsers	228.65 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.30 million IDs	24.38 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.47 million IDs	7.45 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	16,491 stores	16,432 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	19.43 million items	19.82 million items
Number of Yahoo! Auctions Unique Browsers (*7)	38.70 million browsers	38.98 million browsers
Number of Yahoo! Shopping Stores (*5)	17,054 stores	16,974 stores
Number of Yahoo! Shopping Unique Browsers (*8)	30.76 million browsers	31.43 million browsers

(*1) Number of page views of Yahoo! JAPAN Group sites counted using the CSC (Client Side Counting) method each month

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

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

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

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

(*6) Daily average number of total listed items for each month

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

(*8) Number of browsers which accessed Yahoo! Shopping each month