

August 10, 2010

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for July 2010**

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for July 2010, as attached.

<b>Subjects</b>	<b>July 2010</b>	<b>June 2010 (reference)</b>
<b>Monthly Page Views (*1)</b>		
Total Monthly Page Views	48,531 million PVs	48,722 million PVs
Daily Average Total Monthly Page Views	1,565 million PVs	1,624 million PVs
Mobile Phone Page Views	7,915 million PVs	7,857 million PVs
Daily Average Mobile Phone Page Views	255 million PVs	261 million PVs
<b>Yahoo! JAPAN Users and IDs</b>		
Number of Yahoo! JAPAN Unique Browsers (*2)	225.07 million browsers	224.24 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.11 million IDs	24.01 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.60 million IDs	7.60 million IDs
<b>e-Commerce Data</b>		
Number of Yahoo! Auctions Stores (*5)	17,182 stores	17,233 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	21.27 million items	22.02 million items
Number of Yahoo! Auctions Unique Browsers (*7)	37.15 million browsers	36.06 million browsers
Number of Yahoo! Shopping Stores (*5)	17,575 stores	17,537 stores
Number of Yahoo! Shopping Unique Browsers (*8)	35.00 million browsers	35.83 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