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To whom it may concern

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

Yahoo Japan Corporation announces monthly data for July 2008

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for July 2008, as attached.

Subjects	July 2008	June 2008 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	43,595 million PVs	43,988 million PVs
Daily Average Total Monthly Page Views	1,406 million PVs	1,466 million PVs
Yahoo! Mobile Page Views	3,863 million PVs	3,790 million PVs
Daily Average Yahoo! Mobile Page Views	124 million PVs	126 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	172.71 million browsers	176.11 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	22.21 million IDs	22.02 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.10 million IDs	7.06 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	15,458 stores	15,356 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	15.77 million items	14.79 million items
Number of Yahoo! Auctions Unique Browsers (*7)	33.72 million browsers	35.27 million browsers
Number of Yahoo! Shopping Stores (*5)	16,636 stores	16,705 stores
Number of Yahoo! Shopping Unique Browsers (*8)	21.94 million browsers	22.11 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

Note: The Number of Yahoo! Shopping Unique Browsers indicates the total number of browsers accessed all Yahoo! Shopping services. Because the calculation method used to determine the data disclosed in the Results for the Three months Ended June 30, 2008 (FY2008-1Q) did not include browser access of Yahoo! Shopping settlement-related web pages, a discrepancy exists with the June 2008 data.