

March 16, 2009

To whom it may concern

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

Changes in Organization and Responsibility of Director and Related Personnel Transfer at Yahoo Japan Corporation

Effective April 1, 2009, Yahoo Japan Corporation will make the following changes in organizations, responsibility of director and job titles of personnel.

1. Purpose of Organizational Changes

In conjunction with the ongoing growth of the Internet market, Yahoo Japan Corporation (the "Company") is making organizational changes with a view to achieve further growth and a more efficient organizational structure. Among the principal reorganizational steps being taken are the integration of the service planning and sales organizations into the Media Business Group and the establishment of the BS Business and Consumer Business groups. Through these actions, it is planning to further upgrade services and expand sales. In addition, the Company is combining its engineering and editing and production management staff under one roof in a new R&D Group with the aim of increasing technology capabilities and speeding up development and other related responses.

2. Organizational Changes

- Sections overseen by Hiroaki Kitano, Director, COO* and Managing Operating Officer

New Organizational Sections	Current Organizational Sections
Media Business Group Media Service Division Media Business Division Ad Division	Partner Solutions Division Ad Division Business Services Division Regional Business Supervising Division Social Net Business Media Business Search Business Regional Services Business Lifestyle Business Auction Business Shopping Business Mobile Business
BS Business Group Regional Service Division BS Division Regional Business Division	Members Services Business Service Supervising Division System Supervising Division New Businesses Office Marketing Division Customer Support Office
Consumer Business Group EC Division Personal Service Division ID Settlement Service Division	
Business Strategy Group COO Office PS Division Marketing Division	
Operations Group CS Division Operational Technology Division IDC Division	

*COO: Chief Operating Officer

- Sections overseen by Masahiro Inoue, President & CEO*

New Organizational Sections
R&D Group Front-End Development Division Platform Development Division Editing Division Production Division
Yahoo! JAPAN Research
Business Audit Office
Internal Control Office

Current Organizational Sections
Information Security Office Yahoo! JAPAN Research Business Audit Office Internal Control Office

*CEO: Chief Executive Officer

- Sections overseen by Akira Kajikawa, Director, CFO* and Managing Operating Officer

New Organizational Sections
Administrative Division SR Division Legal Division Human Resources Division Corporate Strategy Division Information Security Division

Current Organizational Sections
Administrative Office Legal Office Human Resources Office Corporate Strategy Office

*CFO: Chief Financial Officer

3. Changes in Responsibility of Director

New Title	Name	Current Title
Director Chief Financial Officer (CFO) Managing Operating Officer and Senior Manager, SR Division	Akira Kajikawa	Director Chief Financial Officer (CFO) Head of Administrative Office
Director Chief Operating Officer (COO) Managing Operating Officer and Head of R&D Group	Hiroaki Kitano	Director Chief Operating Officer (COO) Head of Partner Solutions Division

4. Personnel Changes

New Title	Name	Current Title
Operating Officer Head of Media Business Group and Senior Manager, Ad Division (same group)	Yoshihiko Muto	Senior Manager, Ad Division
Operating Officer Head of BS Business Group	Hidetsugu Tonomura	Senior Manager, Social Net Business
Operating Officer Head of Consumer Business Group	Manabu Miyasaka	Senior Manager, Media Business
Operating Officer Head of Business Strategy Group	Junichi Fujine	Senior Manager, New Businesses Office
Operating Officer Head of Operations Group and Senior Manager, Operational Technology Division (same group)	Tetsuya Nishimaki	Chief Technology Officer (CTO) and Senior Manager, System Supervising Division