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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 2011

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for February 2011, as attached.

Subjects	February 2011	January 2011 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	45,787 million PVs	48,275 million PVs
Daily Average Total Monthly Page Views	1,635 million PVs	1,557 million PVs
Mobile Phone Page Views	8,273 million PVs	8,862 million PVs
Daily Average Mobile Phone Page Views	295 million PVs	285 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	211.33 million browsers	217.55 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.80 million IDs	24.97 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.70 million IDs	7.69 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	17,380 stores	17,379 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	21.84 million items	22.49 million items
Number of Yahoo! Auctions Unique Browsers (*7)	36.49 million browsers	38.11 million browsers
Number of Yahoo! Shopping Stores (*5)	19,939 stores	20,453 stores
Number of Yahoo! Shopping Unique Browsers (*8)	37.00 million browsers	38.02 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