

April 8, 2005

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for March 2005**

Yahoo Japan Corporation announces monthly data on its businesses for March 2005, as attached.

Subject	March 2005	February 2005 (for reference)
<b>Yahoo! BB Business Division</b>		
Monthly Page Views for Yahoo! BB Business Division	3,139 million PVs	2,671 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 4,776 thousand lines	Approx. 4,756 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,176 thousand lines	Approx. 1,174 thousand lines
<b>Listing Business Division</b>		
Monthly Page Views for Listing Business Division	3,914 million PVs	3,577 million PVs
Number of Business Express Contracts (*2)	3,349 contracts	2,847 contracts
<b>Auction Business Division</b>		
Monthly Page Views for Auction Business Division	7,065 million PVs	6,752 million PVs
Number of Auction Unique Browsers (*3)	19.22 million browsers	18.45 million browsers
Average Number of Total Listed Items (*4)	7.63 million items	7.50 million items
Average Closing Price (*5)	5,827 yen	5,798 yen
Average Successful Auction Ratio (*6)	38%	40%
Number of Stores (*7)	3,556 stores	3,436 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 55.4 billion yen	Approx. 51.6 billion yen
<b>Shopping Business Division</b>		
Monthly Page Views for Shopping Business Division	539 million PVs	497 million PVs
Number of Stores (*9)	3,298 stores	3,065 stores
Monthly Volume of Shopping Transacted on the Site (*10)	Approx. 8.1 billion yen	Approx. 6.7 billion yen
<b>Media Business Division</b>		
Monthly Page Views for Media Business Division	7,401 million PVs	6,620 million PVs
<b>Business Solutions (BS) Business Division</b>		
Monthly Page Views for BS Business Division	2.6 million PVs	2.4 million PVs
<b>Corporate Common Data</b>		
Total Monthly Page Views	26,057 million PVs	23,624 million PVs
Non-Divisional Page Views including Top Pages (*11)	3,995 million PVs	3,503 million PVs
Number of Unique Browsers (*12)	83.78 million browsers	80.43 million browsers
Number of Active User IDs on Yahoo! JAPAN (*13)	13.10 million IDs	12.64 million IDs
Number of Yahoo! Premium Member IDs (*14)	5.08 million IDs	5.00 million IDs
Monthly Volume of Commerce Transacted on the Site (*15)	Approx. 63.6 billion yen	Approx. 58.4 billion yen

(\*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)

(\*2) Monthly number of Business Express contracts

(\*3) Number of browsers which accessed Yahoo! Auctions each month

(\*4) Average number of total listed items for each month

(\*5) Average closing price for each month

(\*6) Average ratio of successful auctions per day for each month (excluding the ratio for the final days of free listing campaigns)

(\*7) Number of stores at the end of each month

(\*8) Total turnover of auctions completed on the site. Since it contains items in Special Categories (automobiles, motorcycles, and real estates), and since Yahoo! JAPAN doesn't collect a transaction fee when an auction is cancelled after completion, the monthly transaction revenue from auctions can not be calculated by multiplying this figure by 3%.

(\*9) Number of stores at the end of each month

(\*10) Total turnover of each month including Yahoo! Travel, SevenAndY (formerly eS! Books) and Yahoo! Tickets.

The figures are tentative, since cancellation and others could take place in the future.

(\*11) Page Views which are not included in Business Divisions such as Top Pages

(\*12) Number of browsers which accessed Yahoo! JAPAN services each month

(\*13) Number of Yahoo! JAPAN IDs which logged in each month

(\*14) Number of Yahoo! Premium Member IDs at the end of each month

(\*15) Monthly volume of commerce is the turnover of auction and shopping businesses including Yahoo! Travel, SevenAndY (formerly eS! Books) and Yahoo! Tickets.

The figures are tentative, since cancellation and others could take place in the future.