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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 November 2010

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

Subjects	November 2010	October 2010 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	47,434 million PVs	49,938 million PVs
Daily Average Total Monthly Page Views	1,581 million PVs	1,610 million PVs
Mobile Phone Page Views	8,103 million PVs	8,392 million PVs
Daily Average Mobile Phone Page Views	270 million PVs	270 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	237.20 million browsers	234.41 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.78 million IDs	25.04 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.66 million IDs	7.64 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	17,402 stores	17,357 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	21.84 million items	21.93 million items
Number of Yahoo! Auctions Unique Browsers (*7)	37.92 million browsers	37.75 million browsers
Number of Yahoo! Shopping Stores (*5) (Note)	20,947 stores	17,883 stores
Number of Yahoo! Shopping Unique Browsers (*8)	36.14 million browsers	34.53 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: Commencing with the November 2010 data, affiliated stores that list their product information on Yahoo! Shopping through online shop ASP services such as Color Me Shop and MakeShop provided by paperboy&co. Inc. and GMO MAKESHOP Co., Ltd., are included in the calculation of the number of Yahoo! Shopping stores.