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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 April 2010

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

Subjects	April 2010	March 2010 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views (Note)	46,780 million PVs	46,882 million PVs
Daily Average Total Monthly Page Views (Note)	1,559 million PVs	1,512 million PVs
Mobile Phone Page Views (Note)	7,575 million PVs	7,169 million PVs
Daily Average Mobile Phone Page Views (Note)	252 million PVs	231 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	213.37 million browsers	209.33 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	23.96 million IDs	24.18 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.59 million IDs	7.59 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	17,125 stores	17,093 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	20.73 million items	22.79 million items
Number of Yahoo! Auctions Unique Browsers (*7)	36.34 million browsers	36.94 million browsers
Number of Yahoo! Shopping Stores (*5)	17,401 stores	17,352 stores
Number of Yahoo! Shopping Unique Browsers (*8)	34.74 million browsers	35.54 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 component of the Total Monthly Page Views and Mobile Phone Page Views of Yahoo! JAPAN Group was changed as of the monthly data for April 2010. The main types of pages being included in the aggregate totals before and after the change are as follows:

Total Monthly Page Views (pages distributed by Yahoo! JAPAN Group)

	Before	After
Yahoo! Keitai top pages	x	

Mobile Phone Page Views

	Before	After
Pages for mobile phones other than smart phones		
Yahoo! Keitai top pages	x	
Pages dedicated to iPhone services		
Pages dedicated to Android device services	x	
Pages viewed through iPhone's full browser	x	
Pages dedicated to iPod touch services		x
Yahoo! Mobile pages viewed through PCs		x