

December 10, 2008

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for November 2008**

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for November 2008, as attached.

<b>Subjects</b>	<b>November 2008</b>	<b>October 2008 (reference)</b>
<b>Monthly Page Views (*1)</b>		
Total Monthly Page Views	41,967 million PVs	44,945 million PVs
Daily Average Total Monthly Page Views	1,398 million PVs	1,449 million PVs
Yahoo! Mobile Page Views	4,851 million PVs	4,735 million PVs
Daily Average Yahoo! Mobile Page Views	161 million PVs	152 million PVs
<b>Yahoo! JAPAN Users and IDs</b>		
Number of Yahoo! JAPAN Unique Browsers (*2)	186.41 million browsers	186.46 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	23.12 million IDs	22.57 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.22 million IDs	7.19 million IDs
<b>e-Commerce Data</b>		
Number of Yahoo! Auctions Stores (*5)	16,045 stores	16,326 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	17.10 million items	17.65 million items
Number of Yahoo! Auctions Unique Browsers (*7)	29.97 million browsers	30.06 million browsers
Number of Yahoo! Shopping Stores (*5)	16,472 stores	16,586 stores
Number of Yahoo! Shopping Unique Browsers (*8)	24.26 million browsers	23.34 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