

March 10, 2010

To whom it may concern

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

Yahoo Japan Corporation announces monthly data for February 2010

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

Subjects	February 2010	January 2010 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	42,943 million PVs	44,529 million PVs
Daily Average Total Monthly Page Views	1,533 million PVs	1,436 million PVs
Yahoo! Mobile Page Views	6,406 million PVs	6,828 million PVs
Daily Average Yahoo! Mobile Page Views	228 million PVs	220 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	195.98 million browsers	197.98 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	23.84 million IDs	24.25 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.59 million IDs	7.58 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	16,833 stores	16,835 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	20.49 million items	22.13 million items
Number of Yahoo! Auctions Unique Browsers (*7)	35.38 million browsers	38.10 million browsers
Number of Yahoo! Shopping Stores (*5)	17,277 stores	17,283 stores
Number of Yahoo! Shopping Unique Browsers (*8)	32.78 million browsers	33.58 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