

February 10, 2011

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for January 2011**

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for January 2011, as attached.

<b>Subjects</b>	<b>January 2011</b>	<b>December 2010 (reference)</b>
<b>Monthly Page Views (*1)</b>		
Total Monthly Page Views	48,275 million PVs	46,756 million PVs
Daily Average Total Monthly Page Views	1,557 million PVs	1,508 million PVs
Mobile Phone Page Views	8,862 million PVs	8,248 million PVs
Daily Average Mobile Phone Page Views	285 million PVs	266 million PVs
<b>Yahoo! JAPAN Users and IDs</b>		
Number of Yahoo! JAPAN Unique Browsers (*2)	217.55 million browsers	222.19 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.97 million IDs	24.86 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.69 million IDs	7.68 million IDs
<b>e-Commerce Data</b>		
Number of Yahoo! Auctions Stores (*5)	17,379 stores	17,439 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	22.49 million items	22.12 million items
Number of Yahoo! Auctions Unique Browsers (*7)	38.11 million browsers	37.91 million browsers
Number of Yahoo! Shopping Stores (*5)	20,453 stores	20,933 stores
Number of Yahoo! Shopping Unique Browsers (*8)	38.02 million browsers	38.34 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