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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 October 2010

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

Subjects	October 2010	September 2010 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	49,938 million PVs	49,671 million PVs
Daily Average Total Monthly Page Views	1,610 million PVs	1,655 million PVs
Mobile Phone Page Views	8,392 million PVs	8,238 million PVs
Daily Average Mobile Phone Page Views	270 million PVs	274 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	234.41 million browsers	226.12 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	25.04 million IDs	24.41 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.64 million IDs	7.63 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	17,357 stores	17,393 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	21.93 million items	22.49 million items
Number of Yahoo! Auctions Unique Browsers (*7)	37.75 million browsers	37.04 million browsers
Number of Yahoo! Shopping Stores (*5)	17,883 stores	17,834 stores
Number of Yahoo! Shopping Unique Browsers (*8)	34.53 million browsers	32.63 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