

October 9, 2009

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for September 2009**

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for September 2009, as attached.

<b>Subjects</b>	<b>September 2009</b>	<b>August 2009 (reference)</b>
<b>Monthly Page Views (*1)</b>		
Total Monthly Page Views	46,378 million PVs	47,609 million PVs
Daily Average Total Monthly Page Views	1,545 million PVs	1,535 million PVs
Yahoo! Mobile Page Views	6,402 million PVs	6,759 million PVs
Daily Average Yahoo! Mobile Page Views	213 million PVs	218 million PVs
<b>Yahoo! JAPAN Users and IDs</b>		
Number of Yahoo! JAPAN Unique Browsers (*2)	189.46 million browsers	186.83 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.62 million IDs	24.43 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.50 million IDs	7.49 million IDs
<b>e-Commerce Data</b>		
Number of Yahoo! Auctions Stores (*5)	16,675 stores	16,549 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	20.03 million items	18.94 million items
Number of Yahoo! Auctions Unique Browsers (*7)	37.34 million browsers	38.60 million browsers
Number of Yahoo! Shopping Stores (*5)	17,250 stores	17,142 stores
Number of Yahoo! Shopping Unique Browsers (*8)	30.05 million browsers	29.68 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