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To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for January 2004**

Yahoo Japan Corporation announces monthly data on its businesses for January 2004, as attached.

Subject	January 2004	December 2003 (for reference)
<b>Yahoo! BB Business Division</b>		
Monthly Page Views for Yahoo! BB Business Division	2,140 million PVs	2,016 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 3,817 thousand lines	Approx. 3,694 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,097 thousand lines	Approx. 1,084 thousand lines
<b>Listing Business Division</b>		
Monthly Page Views for Listing Business Division	2,776 million PVs	2,447 million PVs
Number of Business Express Contracts (*2)	1,472 contracts	1,406 contracts
<b>Auction Business Division</b>		
Monthly Page Views for Auction Business Division	5,741 million PVs	5,334 million PVs
Number of Auction Unique Users (*3)	15.10 million browsers	14.21 million browsers
Average Number of Total Listed Items (*4)	5.15 million items	5.25 million items
Average Closing Price (*5)	5,993 yen	6,290 yen
Transaction Rate (*6)	36-53%	30-51%
Number of Stores (*7)	2,180 stores	2,022 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 43.4 billion yen	Approx. 46.2 billion yen
<b>Shopping Business Division</b>		
Monthly Page Views for Shopping Business Division	381 million PVs	348 million PVs
Number of Stores (*9)	1,394 stores	1,202 stores
Number of Select Stores (*10)	268 stores	265 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 4.7 billion yen	Approx. 5.7 billion yen
<b>Media Business Division</b>		
Monthly Page Views for Media Business Division	5,112 million PVs	4,736 million PVs
<b>Business Solution (BS) Business Division</b>		
Monthly Page Views for BS Business Division	0.9 million PVs	1.2 million PVs
<b>Corporate Common Data</b>		
Total Monthly Page Views	18,625 million PVs	17,199 million PVs
Non-Divisional Page Views including Top Pages (*12)	2,471 million PVs	2,316 million PVs
Number of Unique Users (*13)	61.73 million browsers	59.38 million browsers
Number of Active User IDs on Yahoo! JAPAN (*14)	10.21 million IDs	9.85 million IDs
Number of Yahoo! Premium Member IDs (*15)	3.68 million IDs	3.57 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 48.1 billion yen	Approx. 52.0 billion yen

(\*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)

(\*2) Monthly number of Business Express contracts

(\*3) Number of browsers which accessed Yahoo! Auctions each month

(\*4) Average number of total listed items for each month

(\*5) Average closing price for each month

(\*6) Range of daily transaction rate in each month

(\*7) Number of stores at the end of each month

(\*8) Total turnover of auctions completed on the site. Since it contains items in Special Categories (automobiles, motorcycles, and real estates), and since Yahoo! JAPAN doesn't collect a transaction fee when an auction is cancelled after completion, the monthly transaction revenue from auctions can not be calculated by multiplying this figure by 3%.

(\*9) Number of stores at the end of each month

(\*10) Number of Select Stores at the end of each month

(\*11) Total turnover of each month including Yahoo! Travel and eS! Books. The figures are tentative, since cancellation and others could take place in the future.

(\*12) Page Views which are not included in Business Divisions such as Top Pages

(\*13) Number of browsers which accessed Yahoo! JAPAN services each month

(\*14) Number of Yahoo! JAPAN IDs which logged in each month

(\*15) Number of Yahoo! Premium Member IDs at the end of each month

(\*16) Monthly volume of commerce is the turnover of auction and shopping businesses including Yahoo! Travel and eS! Books. The figures are tentative, since cancellation and others could take place in the future.

(Note) As of January 2004, the Company stopped disclosing "Number of total listed items at the end of each month," instead disclosing "Average number of total listed items for each month."