

September 9, 2004

To whom it may concern

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

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

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

Subject	August 2004	July 2004 (for reference)
<b>Yahoo! BB Business Division</b>		
Monthly Page Views for Yahoo! BB Business Division	2,644 million PVs	2,505 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 4,426 thousand lines	Approx. 4,355 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,147 thousand lines	Approx. 1,142 thousand lines
<b>Listing Business Division</b>		
Monthly Page Views for Listing Business Division	3,442 million PVs	3,404 million PVs
Number of Business Express Contracts (*2)	2,361 contracts	2,577 contracts
<b>Auction Business Division</b>		
Monthly Page Views for Auction Business Division	5,667 million PVs	5,663 million PVs
Number of Auction Unique Browsers (*3)	17.72 million browsers	17.53 million browsers
Average Number of Total Listed Items (*4)	6.53 million items	6.42 million items
Average Closing Price (*5)	5,931 yen	5,989 yen
Average Successful Auction Ratio (*6)	39%	41%
Number of Stores (*7)	2,899 stores	2,776 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 44.4 billion yen	Approx. 46.8 billion yen
<b>Shopping Business Division</b>		
Monthly Page Views for Shopping Business Division	481 million PVs	439 million PVs
Number of Stores (*9)	2,284 stores	2,171 stores
Number of Select Stores (*10)	-	279 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 5.8 billion yen	Approx. 6.1 billion yen
<b>Media Business Division</b>		
Monthly Page Views for Media Business Division	7,932 million PVs	6,992 million PVs
<b>Business Solution (BS) Business Division</b>		
Monthly Page Views for BS Business Division	2.3 million PVs	2.1 million PVs
<b>Corporate Common Data</b>		
Total Monthly Page Views	23,298million PVs	22,003million PVs
Non-Divisional Page Views including Top Pages (*12)	3,127 million PVs	2,995 million PVs
Number of Unique Browsers (*13)	71.15 million browsers	74.66 million browsers
Number of Active User IDs on Yahoo! JAPAN (*14)	11.49 million IDs	11.24 million IDs
Number of Yahoo! Premium Member IDs (*15)	4.36 million IDs	4.27 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 50.2 billion yen	Approx. 53.0 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) Average ratio of successful auctions per day for each month (excluding the ratio for the final days of free listing campaigns)

(\*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 (Select Store system abolished as of August 2004)

(\*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 1) Commencing with the monthly disclosure report for August 2004, disclosure will no longer be made using the range of the successful auction ratio but by using the monthly average.

(Note 2) Commencing with the monthly disclosure report for August 2004, the Select Store system of the Shopping Business Division has been abolished.