February 9, 2007

To whom it may concern

Yahoo Japan Corporation
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Stock code: 4689

Yahoo Japan Corporation announces monthly data for January 2007

Yahoo Japan Corporation announces monthly data on its businesses for January 2007, as attached.

Subjects	January 2007	December 2006 (for reference)
Monthly Impressions (*1)		
Total Monthly Impressions	38,013 million impressions	36,265 million impressions
Yahoo! Mobile Impressions	2,386 million impressions	2,110 million impressions
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	129.09 million browsers	125.71 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	18.73 million IDs	18.28 million IDs
Number of Yahoo! Premium Member IDs (*4)	6.26 million IDs	6.30 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	11,711 stores	11,526 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	11.40 million items	12.76 million items
Number of Yahoo! Auctions Unique Browsers (*7)	29.93 million browsers	30.21 million browsers
Number of Yahoo! Shopping Stores (*5)	13,812 stores	13,535 stores
Number of Yahoo! Shopping Unique Browsers (*8)	16.47 million browsers	16.70 million browsers

(*1) **Number of impressions of Yahoo! JAPAN 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**

Note: Commencing with the monthly disclosure report for January 2007, we are disclosing the traffic on Yahoo! JAPAN in terms of the number of impressions, which counts exposure on users' browsers, instead of page views, which count distributions from web servers.