

September 18, 2003

To whom it may concern

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

### **Yahoo Japan Corporation Announces Acquisition of BridalNet**

Effective September 18, 2003, Yahoo Japan Corporation decided to acquire BridalNet Co., Ltd., turning it into a subsidiary.

#### I. Outline of the new subsidiary

1. Name: BridalNet Co., Ltd.
2. Head office: 2-4-11 Minami Aoyama, Minato-ku, Tokyo
3. Representative director: Shigeru Ishizaka
4. Establishment: December 25, 1998
5. Business content: Internet-based wedding referral services
6. Fiscal year-end: June 30
7. Number of employees: 8
8. Paid-in capital: ¥27 million
9. Net sales: ¥153.2 million in the fiscal year ended June 2003

#### II. Comparison of Yahoo Japan Corporation's shareholdings before and after acquisition

	Before	After
1. Number of shares with voting rights (Number of shares held	0 shares	540 shares
	0 shares	540 shares)
2. Total shares with voting rights (Issued shares with voting rights	540 shares	540 shares
	540 shares	540 shares)
3. Percentage of voting-right shares held (Percentage of issued shares	0.0%	100.0%
	0.0%	100.0%)

#### III. Details and timing of acquisition

1. Share transfer: Yahoo Japan Corporation will acquire 540 shares from the current owner, ICP No. 1 Investment Partnership (address: Kyowa No. 15 Building, 2-5-8 Nishi-kanda, Chiyoda-ku, Tokyo).
2. Date of share transfer: October 1, 2003
3. Purchase price: ¥229,999,500

#### IV. Reason for acquisition

By acquiring BridalNet and making it a subsidiary, Yahoo Japan Corporation plans to make a new entrance into the Internet wedding referral services business.

## V. Impact of the acquisition on performance

By entering the wedding referral services business through the acquisition of BridalNet, Yahoo Japan Corporation aims to further expand and strengthen its earnings base. Because of the many volatile factors in the Internet market, however, the Company is refraining from making performance forecasts.