

June 10, 2010

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for May 2010**

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for May 2010, as attached.

<b>Subjects</b>	<b>May 2010</b>	<b>April 2010 (reference)</b>
<b>Monthly Page Views (*1)</b>		
Total Monthly Page Views	48,627 million PVs	46,780 million PVs
Daily Average Total Monthly Page Views	1,568 million PVs	1,559 million PVs
Mobile Phone Page Views	7,979 million PVs	7,575 million PVs
Daily Average Mobile Phone Page Views	257 million PVs	252 million PVs
<b>Yahoo! JAPAN Users and IDs</b>		
Number of Yahoo! JAPAN Unique Browsers (*2)	215.07 million browsers	213.37 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.37 million IDs	23.96 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.60 million IDs	7.59 million IDs
<b>e-Commerce Data</b>		
Number of Yahoo! Auctions Stores (*5)	17,161 stores	17,125 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	23.61 million items	20.73 million items
Number of Yahoo! Auctions Unique Browsers (*7)	36.70 million browsers	36.34 million browsers
Number of Yahoo! Shopping Stores (*5)	17,404 stores	17,401 stores
Number of Yahoo! Shopping Unique Browsers (*8)	35.00 million browsers	34.74 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