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To whom it may concern

Yahoo Japan Corporation
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Stock code: 4689

Yahoo Japan Corporation announces monthly data for October 2009

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for October 2009, as attached.

Subjects	October 2009	September 2009 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	48,023 million PVs	46,378 million PVs
Daily Average Total Monthly Page Views	1,549 million PVs	1,545 million PVs
Yahoo! Mobile Page Views	6,697 million PVs	6,402 million PVs
Daily Average Yahoo! Mobile Page Views	216 million PVs	213 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	203.00 million browsers	189.46 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	25.30 million IDs	24.62 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.54 million IDs	7.50 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	16,770 stores	16,675 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	19.73 million items	20.03 million items
Number of Yahoo! Auctions Unique Browsers (*7)	39.05 million browsers	37.34 million browsers
Number of Yahoo! Shopping Stores (*5)	17,378 stores	17,250 stores
Number of Yahoo! Shopping Unique Browsers (*8)	31.73 million browsers	30.05 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