

June 10, 2009

To whom it may concern

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

Yahoo Japan Corporation announces monthly data for May 2009

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

Subjects	May 2009	April 2009 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	47,904 million PVs	45,054 million PVs
Daily Average Total Monthly Page Views	1,545 million PVs	1,501 million PVs
Yahoo! Mobile Page Views	6,229 million PVs	5,640 million PVs
Daily Average Yahoo! Mobile Page Views	200 million PVs	188 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	218.74 million browsers	203.51 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.93 million IDs	24.83 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.43 million IDs	7.39 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	16,315 stores	16,347 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	17.90 million items	19.53 million items
Number of Yahoo! Auctions Unique Browsers (*7)	38.55 million browsers	30.70 million browsers
Number of Yahoo! Shopping Stores (*5)	16,849 stores	16,908 stores
Number of Yahoo! Shopping Unique Browsers (*8)	31.80 million browsers	25.66 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

Note: Commencing with the May 2009 monthly data report (announced on June 10, 2009), we started to include access from mobile devices in the calculation of the Number of Yahoo! Auctions Unique Browsers and the Number of Yahoo! Shopping Unique Browsers. Access from mobile devices has been already included in the calculation of the Number of Yahoo! JAPAN Unique Browsers.