October 7, 2005

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for September 2005**

Yahoo Japan Corporation announces monthly data on its businesses for September 2005, as attached.

| Subjects | September 2005 | August 2005 (for reference) |
|---|---|---|
| **Monthly Page Views** | | |
| Monthly Page Views for Listing Business Division | 4,134 million PVs | 4,231 million PVs |
| Monthly Page Views for Auction Business Division | 6,440 million PVs | 5,971 million PVs |
| Monthly Page Views for Yahoo! BB Business Division | 3,399 million PVs | 3,474 million PVs |
| Monthly Page Views for Shopping Business Division | 589 million PVs | 603 million PVs |
| Monthly Page Views for Media Business Division | 8,927 million PVs | 8,991 million PVs |
| Monthly Page Views for BS Business Division | 6.1 million PVs | 5.7 million PVs |
| Non-Divisional Page Views including Top Pages (*1) | 6,299 million PVs | 6,040 million PVs |
| Total Monthly Page Views | 29,797 million PVs | 29,318 million PVs |
| **Number of Stores** | | |
| Number of Yahoo! Auctions Stores (*2) | 4,458 stores | 4,244 stores |
| Number of Yahoo! Shopping Stores  (*2) | 5,099 stores | 4,783 stores |
| **Number of Unique Browsers** | | |
| Number of Auction Unique Browsers (*3) | 21.48 million browsers | 20.64 million browsers |
| Number of Yahoo! JAPAN Unique Browsers (*4) | 96.37 million browsers | 91.12 million browsers |
| **Number of IDs** | | |
| Number of Active User IDs on Yahoo! JAPAN (*5) | 14.36 million IDs | 14.15 million IDs |
| Number of Yahoo! Premium Member IDs (*6) | 5.58 million IDs | 5.49 million IDs |
| **Others** | | |
| Number of Business Express Contracts (*7) | 3,772 contracts | 3,878 contracts |
| Average Number of Total Listed Items on Yahoo! Auctions (*8) | 8.54 million items | 8.16 million items |

(*1)  Page Views which are not included in Business Divisions such as Top Pages

(*2)  Number of stores at the end of each month

(*3)  Number of browsers which accessed Yahoo! Auctions each month

(*4)  Number of browsers which accessed Yahoo! JAPAN services each month

(*5)  Number of Yahoo! JAPAN IDs which logged in each month

(*6)  Number of Yahoo! Premium Member IDs at the end of each month

(*7)  Monthly number of Business Express contracts

(*8)  Average number of total listed items for each month