August 9, 2007

To whom it may concern

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

Yahoo Japan Corporation announces monthly data for July 2007

Yahoo Japan Corporation announces monthly data on its businesses for July 2007, as attached.

Subjects	July 2007	June 2007 (for reference)
Monthly Page Views (*1)		
Total Monthly Page Views	41,492 million PVs	39,013 million PVs
Daily Average Total Monthly Page Views	1,338 million PVs	1,300 million PVs
Yahoo! Mobile Page Views	2,903 million PVs	2,718 million PVs
Daily Average Yahoo! Mobile Page Views	93 million PVs	90 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	145.24 million browsers	150.42 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	19.96 million IDs	19.67 million IDs
Number of Yahoo! Premium Member IDs (*4)	6.19 million IDs	6.16 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	13,356 stores	13,120 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	14.39 million items	14.95 million items
Number of Yahoo! Auctions Unique Browsers (*7)	31.38 million browsers	31.45 million browsers
Number of Yahoo! Shopping Stores (*5)	15,432 stores	15,248 stores
Number of Yahoo! Shopping Unique Browsers (*8)	16.18 million browsers	15.04 million browsers
Number of Yahoo! Shopping Store Unique Browsers (*9)	17.27 million browsers	16.93 million browsers

(*1) **Number of page views of Yahoo! JAPAN 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 (shopping.yahoo.co.jp, etc.) each month**
(*9) **Number of browsers which accessed Yahoo! Shopping Store (store.yahoo.co.jp) each month**