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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 August 2008

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for August 2008, as attached.

Subjects	August 2008	July 2008 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	46,109 million PVs	43,595 million PVs
Daily Average Total Monthly Page Views	1,487 million PVs	1,406 million PVs
Yahoo! Mobile Page Views	4,183 million PVs	3,863 million PVs
Daily Average Yahoo! Mobile Page Views	134 million PVs	124 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	164.86 million browsers	172.71 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	23.04 million IDs	22.21 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.14 million IDs	7.10 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	15,550 stores	15,458 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	16.99 million items	15.77 million items
Number of Yahoo! Auctions Unique Browsers (*7)	29.96 million browsers	33.72 million browsers
Number of Yahoo! Shopping Stores (*5)	16,618 stores	16,636 stores
Number of Yahoo! Shopping Unique Browsers (*8)	21.55 million browsers	21.94 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: Although minor, the increase in the number of RSS feed distributions had an impact on the number of Total Monthly Page Views and of Yahoo! JAPAN Unique Browsers in the August 2008 data.