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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 September 2004

Yahoo Japan Corporation announces monthly data on its businesses for September 2004, as attached.

Subject	September 2004	August 2004 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	2,623 million PVs	2,644 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 4,490 thousand lines	Approx. 4,426 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,152 thousand lines	Approx. 1,147 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	3,467 million PVs	3,442 million PVs
Number of Business Express Contracts (*2)	2,417 contracts	2,361 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	6,311 million PVs	5,667 million PVs
Number of Auction Unique Browsers (*3)	18.69 million browsers	17.72 million browsers
Average Number of Total Listed Items (*4)	6.65 million items	6.53 million items
Average Closing Price (*5)	6,028 yen	5,931 yen
Average Successful Auction Ratio (*6)	41%	39%
Number of Stores (*7)	3,022 stores	2,899 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 48.3 billion yen	Approx. 44.4 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	473 million PVs	481 million PVs
Number of Stores (*9)	2,416 stores	2,284 stores
Monthly Volume of Shopping Transacted on the Site (*10)	Approx. 6.0 billion yen	Approx. 5.8 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	7,297 million PVs	7,932 million PVs
Business Solution (BS) Business Division		
Monthly Page Views for BS Business Division	2.6 million PVs	2.3 million PVs
Corporate Common Data		
Total Monthly Page Views	23,423 million PVs	23,298 million PVs
Non-Divisional Page Views including Top Pages (*11)	3,247 million PVs	3,127 million PVs
Number of Unique Browsers (*12)	76.07 million browsers	71.15 million browsers
Number of Active User IDs on Yahoo! JAPAN (*13)	11.76 million IDs	11.49 million IDs
Number of Yahoo! Premium Member IDs (*14)	4.47 million IDs	4.36 million IDs
Monthly Volume of Commerce Transacted on the Site (*15)	Approx. 54.3 billion yen	Approx. 50.2 billion yen

(*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)

(*2) Monthly number of Business Express contracts

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

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

(*5) Average closing price for each month

(*6) Average ratio of successful auctions per day for each month (excluding the ratio for the final days of free listing campaigns)

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

(*8) Total turnover of auctions completed on the site. Since it contains items in Special Categories (automobiles, motorcycles, and real estates), and since Yahoo! JAPAN doesn't collect a transaction fee when an auction is cancelled after completion, the monthly transaction revenue from auctions can not be calculated by multiplying this figure by 3%.

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

(*10) Total turnover of each month including Yahoo! Travel and eS! Books. The figures are tentative, since cancellation and others could take place in the future.

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

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

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

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

(*15) Monthly volume of commerce is the turnover of auction and shopping businesses including Yahoo! Travel and eS! Books. The figures are tentative, since cancellation and others could take place in the future. including Yahoo! Travel and eS! Books. The figures are tentative, since cancellation and others could take place in the future.