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To whom it may concern

Yahoo Japan Corporation  
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Stock code: 4689

**Yahoo! JAPAN announces monthly data for September 2003**

Yahoo Japan Corporation announces monthly data on its businesses for September 2003, as attached.

Subject	September 2003	August 2003 (for reference)
<b>Yahoo! BB Business Division</b>		
Monthly Page Views for Yahoo! BB Business Division	1,821 million PVs	1,849 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 3,248 thousand lines	Approx. 3,092 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,034 thousand lines	Approx. 1,015 thousand lines
<b>Listing Business Division</b>		
Monthly Page Views for Listing Business Division	2,428 million PVs	2,424 million PVs
Number of Business Express Contracts (*2)	1,255 contracts	969 contracts
<b>Auction Business Division</b>		
Monthly Page Views for Auction Business Division	4,742 million PVs	4,327 million PVs
Number of Auction Unique Users (*3)	13.10 million browsers	12.71 million browsers
Number of Total Listed Items (*4)	4.47 million items	4.36 million items
Average Closing Price (*5)	5,995 yen	5,940 yen
Transaction Rate (*6)	33-49%	38-46%
Number of Stores (*7)	1,593 stores	1,547 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 37.6 billion yen	Approx. 35.6 billion yen
<b>Shopping Business Division</b>		
Monthly Page Views for Shopping Business Division	307 million PVs	300 million PVs
Number of Stores (*9)	565 stores	443 stores
Number of Select Stores(*10)	247 stores	247 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 4.1 billion yen	Approx. 4.2 billion yen
<b>Media Business Division</b>		
Monthly Page Views for Media Business Division	5,053 million PVs	4,778 million PVs
<b>Business Solution (BS) Business Division</b>		
Monthly Page Views for BS Business Division	1.4 million PVs	1.8 million PVs
<b>Corporate Common Data</b>		
Total Monthly Page Views	16,520 million PVs	15,847 million PVs
Non-Divisional Page Views including Top Pages (*12)	2,165 million PVs	2,164 million PVs
Number of Unique Users (*13)	57.18 million browsers	53.90 million browsers
Number of Registered IDs on Yahoo! JAPAN (*14)	28.35 million IDs	27.41 million IDs
Total Number of Yahoo! Premium Member IDs (*15)	3.23 million IDs	3.12 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 41.8 billion yen	Approx. 39.8 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) Total number of items listed at the end of each month

(\*5) Average closing price for each month

(\*6) Range of daily transaction rate in each month

(\*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) Number of Select Stores at the end of each month

(\*11) 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.

(\*12) Page Views which are not included in Business Divisions such as Top Pages

(\*13) Number of browsers which accessed Yahoo! JAPAN services each month

(\*14) Accumulated number of user IDs registered on Yahoo! JAPAN at the end of each month

(\*15) Total number of Yahoo! Premium Member IDs at the end of each month

(\*16) 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.