

November 11, 2008

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for October 2008**

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

<b>Subjects</b>	<b>October 2008</b>	<b>September 2008 (reference)</b>
<b>Monthly Page Views (*1)</b>		
Total Monthly Page Views	44,945 million PVs	43,433 million PVs
Daily Average Total Monthly Page Views	1,449 million PVs	1,447 million PVs
Yahoo! Mobile Page Views	4,735 million PVs	4,331 million PVs
Daily Average Yahoo! Mobile Page Views	152 million PVs	144 million PVs
<b>Yahoo! JAPAN Users and IDs</b>		
Number of Yahoo! JAPAN Unique Browsers (*2)	186.46 million browsers	173.14 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	22.57 million IDs	22.85 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.19 million IDs	7.18 million IDs
<b>e-Commerce Data</b>		
Number of Yahoo! Auctions Stores (*5)	16,326 stores	16,082 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	17.65 million items	16.11 million items
Number of Yahoo! Auctions Unique Browsers (*7)	30.06 million browsers	30.04 million browsers
Number of Yahoo! Shopping Stores (*5)	16,586 stores	16,570 stores
Number of Yahoo! Shopping Unique Browsers (*8)	23.34 million browsers	22.37 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