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To whom it may concern

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

Yahoo Japan Corporation announces monthly data for August 2009

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for August 2009, as attached.

| Subjects | August 2009 | July 2009 (reference) |
|--|-------------------------|------------------------------|
| Monthly Page Views (*1) | | |
| Total Monthly Page Views | 47,609 million PVs | 46,927 million PVs |
| Daily Average Total Monthly Page Views | 1,535 million PVs | 1,513 million PVs |
| Yahoo! Mobile Page Views | 6,759 million PVs | 6,221 million PVs |
| Daily Average Yahoo! Mobile Page Views | 218 million PVs | 200 million PVs |
| Yahoo! JAPAN Users and IDs | | |
| Number of Yahoo! JAPAN Unique Browsers (*2) | 186.83 million browsers | 201.19 million browsers |
| Number of Active User IDs on Yahoo! JAPAN (*3) | 24.43 million IDs | 24.30 million IDs |
| Number of Yahoo! Premium Member IDs (*4) | 7.49 million IDs | 7.47 million IDs |
| e-Commerce Data | | |
| Number of Yahoo! Auctions Stores (*5) | 16,549 stores | 16,491 stores |
| Average Number of Total Listed Items on Yahoo! Auctions (*6) | 18.94 million items | 19.43 million items |
| Number of Yahoo! Auctions Unique Browsers (*7) | 38.60 million browsers | 38.70 million browsers |
| Number of Yahoo! Shopping Stores (*5) | 17,142 stores | 17,054 stores |
| Number of Yahoo! Shopping Unique Browsers (*8) | 29.68 million browsers | 30.76 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