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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 March 2009

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

| Subjects | March 2009 | February 2009 (reference) |
|--|-------------------------|----------------------------------|
| Monthly Page Views (*1) | | |
| Total Monthly Page Views | 46,187 million PVs | 41,229 million PVs |
| Daily Average Total Monthly Page Views | 1,489 million PVs | 1,472 million PVs |
| Yahoo! Mobile Page Views | 5,839 million PVs | 5,170 million PVs |
| Daily Average Yahoo! Mobile Page Views | 188 million PVs | 184 million PVs |
| Yahoo! JAPAN Users and IDs | | |
| Number of Yahoo! JAPAN Unique Browsers (*2) | 205.26 million browsers | 191.27 million browsers |
| Number of Active User IDs on Yahoo! JAPAN (*3) | 25.57 million IDs | 24.72 million IDs |
| Number of Yahoo! Premium Member IDs (*4) | 7.36 million IDs | 7.33 million IDs |
| e-Commerce Data | | |
| Number of Yahoo! Auctions Stores (*5) | 16,268 stores | 16,140 stores |
| Average Number of Total Listed Items on Yahoo! Auctions (*6) | 18.82 million items | 18.36 million items |
| Number of Yahoo! Auctions Unique Browsers (*7) | 31.53 million browsers | 30.78 million browsers |
| Number of Yahoo! Shopping Stores (*5) | 16,575 stores | 16,338 stores |
| Number of Yahoo! Shopping Unique Browsers (*8) | 25.80 million browsers | 25.18 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