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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 July 2004

Yahoo Japan Corporation announces monthly data on its businesses for July 2004, as attached.
Some of the data on Yahoo! BB is not available yet, and we will announce it when ready.

Subject	July 2004	June 2004 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	2,505 million PVs	2,386 million PVs
Number of Lines with Jumper Installation Completed (*1)	To be disclosed later	Approx. 4,282 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	To be disclosed later	Approx. 1,136 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	3,404 million PVs	3,351 million PVs
Number of Business Express Contracts (*2)	2,577 contracts	2,350 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	5,663 million PVs	5,926 million PVs
Number of Auction Unique Browsers (*3)	17.53 million browsers	17.67 million browsers
Average Number of Total Listed Items (*4)	6.42 million items	6.60 million items
Average Closing Price (*5)	5,989 yen	5,798 yen
Transaction Rate (*6)	28-48%	34-49%
Number of Stores (*7)	2,776 stores	2,619 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 46.8 billion yen	Approx. 45.2 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	439 million PVs	407 million PVs
Number of Stores (*9)	2,171 stores	2,039 stores
Number of Select Stores (*10)	279 stores	282 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 6.1 billion yen	Approx. 5.4 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	6,992 million PVs	7,358 million PVs
Business Solution (BS) Business Division		
Monthly Page Views for BS Business Division	2.1 million PVs	2.5 million PVs
Corporate Common Data		
Total Monthly Page Views	22,003million PVs	22,415 million PVs
Non-Divisional Page Views including Top Pages (*12)	2,995 million PVs	2,981 million PVs
Number of Unique Browsers (*13)	74.66 million browsers	75.79 million browsers
Number of Active User IDs on Yahoo! JAPAN (*14)	11.24 million IDs	11.12 million IDs
Number of Yahoo! Premium Member IDs (*15)	4.27 million IDs	4.18 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 53.0 billion yen	Approx. 50.7 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) 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) Number of Yahoo! JAPAN IDs which logged in each month

(*15) 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.