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To whom it may concern

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

**Yahoo! JAPAN announces monthly data for July 2002**

Yahoo Japan Corporation announces monthly data on its businesses for July 2002, as attached.

<b>Subject</b>	<b>July 2002</b>	<b>June 2002 (for reference)</b>
<b>Yahoo! BB Business Division</b>		
Monthly Page Views for Yahoo! BB Business Division	984 million PVs	870 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 750 thousand lines	Approx. 660 thousand lines
Number of Lines with Jumper Installation Completed Marketed by Yahoo! JAPAN	Approx. 640 thousand lines	Approx. 600 thousand lines
<b>Listing Business Division</b>		
Monthly Page Views for Listing Business Division	1,858 million PVs	1,648 million PVs
Number of Contracts on Business Express (*2)	623 contracts	480 contracts
<b>Auction Business Division</b>		
Monthly Page Views for Auction Business Division	2,418 million PVs	2,248 million PVs
Number of Auction Unique Users (*3)	Approx. 9.5 million browsers	Approx. 8.3 million browsers
Number of Total Listed Items (*4)	Approx. 2.39 million items	Approx. 2.31 million items
Average Closing Price (*5)	Approx. 7,000 yen	Approx. 7,000 yen
Transaction Rate (*6)	48-56%	47-59%
Number of Merchants (*7)	200 stores	164 stores
Monthly Volume of Auction Transacted on the site (*8)	Approx. 25,600 million yen	Approx. 23,300 million yen
<b>Shopping Business Division</b>		
Monthly Page Views for Shopping Business Division	141million PVs	127 million PVs
Number of Merchants (*9)	193 stores	190 stores
Monthly Volume of Shopping Transacted on the site (Tentative) (*10)	Approx. 2,900 million yen	Approx. 2,300 million yen
<b>Media Business Division</b>		
Monthly Page Views for Media Business Division	2,924 million PVs	3,417 million PVs
<b>Enterprise Solutions Business Division</b>		
Monthly Page Views for Enterprise Solutions Business Division	0.4 million PVs	0.3 million PVs
<b>Inter-Divisional Data</b>		
Total Monthly Page Views	9,350 million PVs	9,266 million PVs
Non-Divisional Page Views including Top Pages (*11)	1,021million PVs	953 million PVs
Number of Unique Users (*12)	42.6 million browsers	42.1 million browsers
Number of Registered IDs on Yahoo! JAPAN (*13)	16.24 million IDs	15.62 million IDs
Total Number of Paying Users for Personal Identification (*14)	1.88 million IDs	1.78 million IDs
Monthly Volume of Commerce Transacted on the site (Tentative) (*15)	Approx. 28,600 million yen	Approx. 25,700 million yen

(\*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations) (excluding lines added due to the integration of services of Tokyo, Osaka and Nagoya Metallic Communications)

(\*2) Monthly number of contracts on Business Express

(\*3) Number of browsers which accessed Yahoo! Auctions each month

(\*4) Total number of items listed at the end of each month

(\*5) Approximate average for each month

(\*6) Approximate range in each month

(\*7) Number of merchants at the end of each month

(\*8) Total turnover of auctions completed on the site. Since it contains items in Special Categories (automobiles, motorcycles, 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 merchants at the end of each month

(\*10) 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.

(\*11) Page Views which are not included in Business Divisions such as Top Pages.

(\*12) Number of browsers which accessed Yahoo! JAPAN services each month

(\*13) Number of user IDs registered on Yahoo! JAPAN at the end of each month

(\*14) Total number of paying users for Yahoo! Auctions and Yahoo! Personals

(\*15) Monthly volume of commerce is the turnover of auction and shopping business including Yahoo! Travel and eS! Books.

**Note: All page view figures are on a consolidated basis.**