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To whom it may concern

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Stock code: 4689

Yahoo! JAPAN announces monthly data for August 2002

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

Subject	August 2002	July 2002 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	1,002 million PVs	984 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 860 thousand lines	Approx. 750 thousand lines
Number of Lines with Jumper Installation Completed Marketed by Yahoo! JAPAN	Approx. 680 thousand lines	Approx. 640 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	1,801 million PVs	1,858 million PVs
Number of Contracts on Business Express (*2)	515 contracts	623 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	2,342 million PVs	2,418 million PVs
Number of Auction Unique Users (*3)	Approx. 8.7 million browsers	Approx. 9.5 million browsers
Number of Total Listed Items (*4)	Approx. 2.59 million items	Approx. 2.39 million items
Average Closing Price (*5)	Approx. 6,500 yen	Approx. 7,000 yen
Transaction Rate (*6)	39-56%	48-56%
Number of Merchants (*7)	232 stores	200 stores
Monthly Volume of Auction Transacted on the site (*8)	Approx. 23,900 million yen	Approx. 25,600 million yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	144 million PVs	141 million PVs
Number of Merchants (*9)	196 stores	193 stores
Monthly Volume of Shopping Transacted on the site (Tentative) (*10)	Approx. 2,700 million yen	Approx. 2,900 million yen
Media Business Division		
Monthly Page Views for Media Business Division	2,760 million PVs	2,924 million PVs
Enterprise Solutions Business Division		
Monthly Page Views for Enterprise Solutions Business Division	0.6 million PVs	0.4 million PVs
Inter-Divisional Data		
Total Monthly Page Views	9,028 million PVs	9,350 million PVs
Non-Divisional Page Views including Top Pages (*11)	975 million PVs	1,021 million PVs
Number of Unique Users (*12)	39.7 million browsers	42.6 million browsers
Number of Registered IDs on Yahoo! JAPAN (*13)	16.87 million IDs	16.24 million IDs
Total Number of Paying Users for Personal Identification (*14)	1.95 million IDs	1.88 million IDs
Monthly Volume of Commerce Transacted on the site (Tentative) (*15)	Approx. 26,700 million yen	Approx. 28,600 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.