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To whom it may concern

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Stock code: 4689

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

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

Subject	October 2002	September 2002 (for reference)
<b>Yahoo! BB Business Division</b>		
Monthly Page Views for Yahoo! BB Business Division	1,140 million PVs	1,052 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 1,208 thousand lines	Approx. 1,011 thousand lines
Number of Lines with Jumper Installation Completed Marketed by Yahoo! JAPAN	Approx. 769 thousand lines	Approx. 716 thousand lines
<b>Listing Business Division</b>		
Monthly Page Views for Listing Business Division	2,069 million PVs	1,911 million PVs
Number of Contracts on Business Express (*2)	730 contracts	614 contracts
<b>Auction Business Division</b>		
Monthly Page Views for Auction Business Division	3,118 million PVs	2,721 million PVs
Number of Auction Unique Users (*3)	10.00 million browsers	9.45 million browsers
Number of Total Listed Items (*4)	3.05 million items	3.12 million items
Average Closing Price (*5)	Approx. 6,500 yen	Approx. 6,500 yen
Transaction Rate (*6)	42-58%	48-57%
Number of Merchants (*7)	318 stores	267 stores
Monthly Volume of Auction Transacted on the site (*8)	Approx. 29.6 billion yen	Approx. 27.0 billion yen
<b>Shopping Business Division</b>		
Monthly Page Views for Shopping Business Division	166 million PVs	150 million PVs
Number of Merchants (*9)	205 stores	200 stores
Monthly Volume of Shopping Transacted on the site (Tentative) (*10)	Approx. 2.9 billion yen	Approx. 2.7 billion yen
<b>Media Business Division</b>		
Monthly Page Views for Media Business Division	3,062 million PVs	2,889 million PVs
<b>Enterprise Solutions Business Division</b>		
Monthly Page Views for Enterprise Solutions Business Division	0.5 million PVs	0.6 million PVs
<b>Inter-Divisional Data</b>		
Total Monthly Page Views	10,675 million PVs	9,746 million PVs
Non-Divisional Page Views including Top Pages (*11)	1,117 million PVs	1,019 million PVs
Number of Unique Users (*12)	46.23 million browsers	42.45 million browsers
Number of Registered IDs on Yahoo! JAPAN (*13)	18.47 million IDs	17.61 million IDs
Total Number of Paying Users for Personal Identification (*14)	2.14 million IDs	2.04 million IDs
Monthly Volume of Commerce Transacted on the site (Tentative) (*15)	Approx. 32.6 billion yen	Approx. 29.8 billion yen

(\*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)  
**(Excluding lines receiving services of Metallic Communications Groups, the number of lines with jumper installation completed was approx. 1,190 thousand lines for Oct. and approx. 985 thousand lines for Sept.)**

(\*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.