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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 2004

Yahoo Japan Corporation announces monthly data on its businesses for March 2004, as attached.

Subject	March 2004	February 2004 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	2,408 million PVs	2,122 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 4,004 thousand lines	Approx. 3,931 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,113 thousand lines	Approx. 1,108 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	2,891 million PVs	2,768 million PVs
Number of Business Express Contracts (*2)	1,912 contracts	1,497 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	6,058 million PVs	5,831 million PVs
Number of Auction Unique Users (*3)	15.43 million browsers	14.94 million browsers
Average Number of Total Listed Items (*4)	6.07 million items	5.91 million items
Average Closing Price (*5)	5,796 yen	5,836 yen
Transaction Rate (*6)	34-50%	33-54%
Number of Stores (*7)	2,411 stores	2,269 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 46.7 billion yen	Approx. 44.8 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	401 million PVs	371 million PVs
Number of Stores (*9)	1,624 stores	1,518 stores
Number of Select Stores (*10)	273 stores	267 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 5.5 billion yen	Approx. 4.7 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	6,026 million PVs	5,066 million PVs
Business Solution (BS) Business Division		
Monthly Page Views for BS Business Division	1.8 million PVs	1.3 million PVs
Corporate Common Data		
Total Monthly Page Views	20,523 million PVs	18,656 million PVs
Non-Divisional Page Views including Top Pages (*12)	2,736 million PVs	2,493 million PVs
Number of Unique Users (*13)	63.19 million browsers	61.26 million browsers
Number of Active User IDs on Yahoo! JAPAN (*14)	10.69 million IDs	10.42 million IDs
Number of Yahoo! Premium Member IDs (*15)	3.86 million IDs	3.78 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 52.3 billion yen	Approx. 49.6 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.