

May 10, 2004

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for April 2004**

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

Subject	April 2004	March 2004 (for reference)
<b>Yahoo! BB Business Division</b>		
Monthly Page Views for Yahoo! BB Business Division	2,270 million PVs	2,408 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 4,076 thousand lines	Approx. 4,004 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,115 thousand lines	Approx. 1,113 thousand lines
<b>Listing Business Division</b>		
Monthly Page Views for Listing Business Division	2,815 million PVs	2,891 million PVs
Number of Business Express Contracts (*2)	1,916 contracts	1,912 contracts
<b>Auction Business Division</b>		
Monthly Page Views for Auction Business Division	5,710 million PVs	6,058 million PVs
Number of Auction Unique Browsers (*3)	15.69 million browsers	15.43 million browsers
Average Number of Total Listed Items (*4)	6.03 million items	6.07 million items
Average Closing Price (*5)	5,857 yen	5,796 yen
Transaction Rate (*6)	37-50%	34-50%
Number of Stores (*7)	2,591 stores	2,411 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 44.7 billion yen	Approx. 46.7 billion yen
<b>Shopping Business Division</b>		
Monthly Page Views for Shopping Business Division	413 million PVs	401 million PVs
Number of Stores (*9)	1,782 stores	1,624 stores
Number of Select Stores (*10)	278 stores	273 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 5.6 billion yen	Approx. 5.5 billion yen
<b>Media Business Division</b>		
Monthly Page Views for Media Business Division	6,744 million PVs	6,026 million PVs
<b>Business Solution (BS) Business Division</b>		
Monthly Page Views for BS Business Division	1.8 million PVs	1.8 million PVs
<b>Corporate Common Data</b>		
Total Monthly Page Views	20,640 million PVs	20,523 million PVs
Non-Divisional Page Views including Top Pages (*12)	2,683 million PVs	2,736 million PVs
Number of Unique Browsers (*13)	66.86 million browsers	63.19 million browsers
Number of Active User IDs on Yahoo! JAPAN (*14)	10.76 million IDs	10.69 million IDs
Number of Yahoo! Premium Member IDs (*15)	3.94 million IDs	3.86 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 50.4 billion yen	Approx. 52.3 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.

(Note 1) The increase in the number of subscriber lines marketed by Yahoo! JAPAN is the net figure of new subscriber lines added during the month less subscriber lines terminated due to cancellations. It is not identical to the number of new subscriber lines added and determined to be operative that is used in the calculation of monthly customer acquisition incentive payments.

(Note 2) As of April 2004, the previously called "Auction Unique Users" are currently called "Auction Unique Browsers," and "Unique Users," "Unique Browsers"