

September 9, 2005

To whom it may concern

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

Yahoo Japan Corporation announces monthly data for August 2005

Yahoo Japan Corporation announces monthly data on its businesses for August 2005, as attached.

Subjects	August 2005	July 2005 (for reference)
Monthly Page Views		
Monthly Page Views for Listing Business Division	4,231 million PVs	4,129 million PVs
Monthly Page Views for Auction Business Division	5,971 million PVs	6,324 million PVs
Monthly Page Views for Yahoo! BB Business Division	3,474 million PVs	3,403 million PVs
Monthly Page Views for Shopping Business Division	603 million PVs	597 million PVs
Monthly Page Views for Media Business Division	8,991 million PVs	8,146 million PVs
Monthly Page Views for BS Business Division	5.7 million PVs	3.3 million PVs
Non-Divisional Page Views including Top Pages (*1)	6,040 million PVs	5,002 million PVs
Total Monthly Page Views	29,318 million PVs	27,607 million PVs
Number of Stores		
Number of Yahoo! Auctions Stores (*2)	4,244 stores	4,025 stores
Number of Yahoo! Shopping Stores (*2)	4,783 stores	4,501 stores
Number of Unique Browsers		
Number of Auction Unique Browsers (*3)	20.64 million browsers	20.62 million browsers
Number of Yahoo! JAPAN Unique Browsers (*4)	91.12 million browsers	93.64 million browsers
Number of IDs		
Number of Active User IDs on Yahoo! JAPAN (*5)	14.15 million IDs	13.89 million IDs
Number of Yahoo! Premium Member IDs (*6)	5.49 million IDs	5.42 million IDs
Others		
Number of Business Express Contracts (*7)	3,878 contracts	3,910 contracts
Average Number of Total Listed Items on Yahoo! Auctions (*8)	8.16 million items	8.33 million items

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

(*2) Number of stores at the end of each month

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

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

(*5) Number of Yahoo! JAPAN IDs which logged in each month

(*6) Number of Yahoo! Premium Member IDs at the end of each month

(*7) Monthly number of Business Express contracts

(*8) Average number of total listed items for each month