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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 October 2005

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

Subjects	October 2005	September 2005 (for reference)
Monthly Page Views		
Monthly Page Views for Listing Business Division	4,552 million PVs	4,134 million PVs
Monthly Page Views for Auction Business Division	7,241 million PVs	6,440 million PVs
Monthly Page Views for Yahoo! BB Business Division	3,633 million PVs	3,399 million PVs
Monthly Page Views for Shopping Business Division	608 million PVs	589 million PVs
Monthly Page Views for Media Business Division	8,387 million PVs	8,927 million PVs
Monthly Page Views for BS Business Division	4.7 million PVs	6.1 million PVs
Non-Divisional Page Views including Top Pages (*1)	6,568 million PVs	6,299 million PVs
Total Monthly Page Views	30,997 million PVs	29,797 million PVs
Number of Stores		
Number of Yahoo! Auctions Stores (*2)	4,808 stores	4,458 stores
Number of Yahoo! Shopping Stores (*2)	5,434 stores	5,099 stores
Number of Unique Browsers		
Number of Auction Unique Browsers (*3)	22.42 million browsers	21.48 million browsers
Number of Yahoo! JAPAN Unique Browsers (*4)	105.06 million browsers	96.37 million browsers
Number of IDs		
Number of Active User IDs on Yahoo! JAPAN (*5)	14.82 million IDs	14.36 million IDs
Number of Yahoo! Premium Member IDs (*6)	5.69 million IDs	5.58 million IDs
Others		
Number of Business Express Contracts (*7)	3,422 contracts	3,772 contracts
Average Number of Total Listed Items on Yahoo! Auctions (*8)	8.81 million items	8.54 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