

March 17, 2006

To whom it may concern

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

Changes in Organization and Responsibility of Directors and Related Personnel Transfers at Yahoo Japan Corporation

Effective April 1, 2006, the following changes have been made in Yahoo Japan Corporation's organization and responsibility of directors, as well as related personnel transfers.

1. Purpose of Organizational Changes

Yahoo Japan Corporation (the "Company") is reorganizing its services in line with changes in the environment of each market as well as establishing strategically important fields as independent operations and reallocating its human resources. At the same time, the Company is making changes to enable faster decision-making. In particular, the Company is adding to its current business units the Social Net, Mobile, Regional Services and other business units as new areas of emphasis. In addition, to further strengthen its efforts to implement legal compliance and proper corporate governance, the Company will newly establish an Internal Control Office.

The Internet field is one where a variety of new ideas emerge on a daily basis. Consequently, we continue to pursue the development of innovative services, aiming to increase the degree of satisfaction of our customers and achieve further business development.

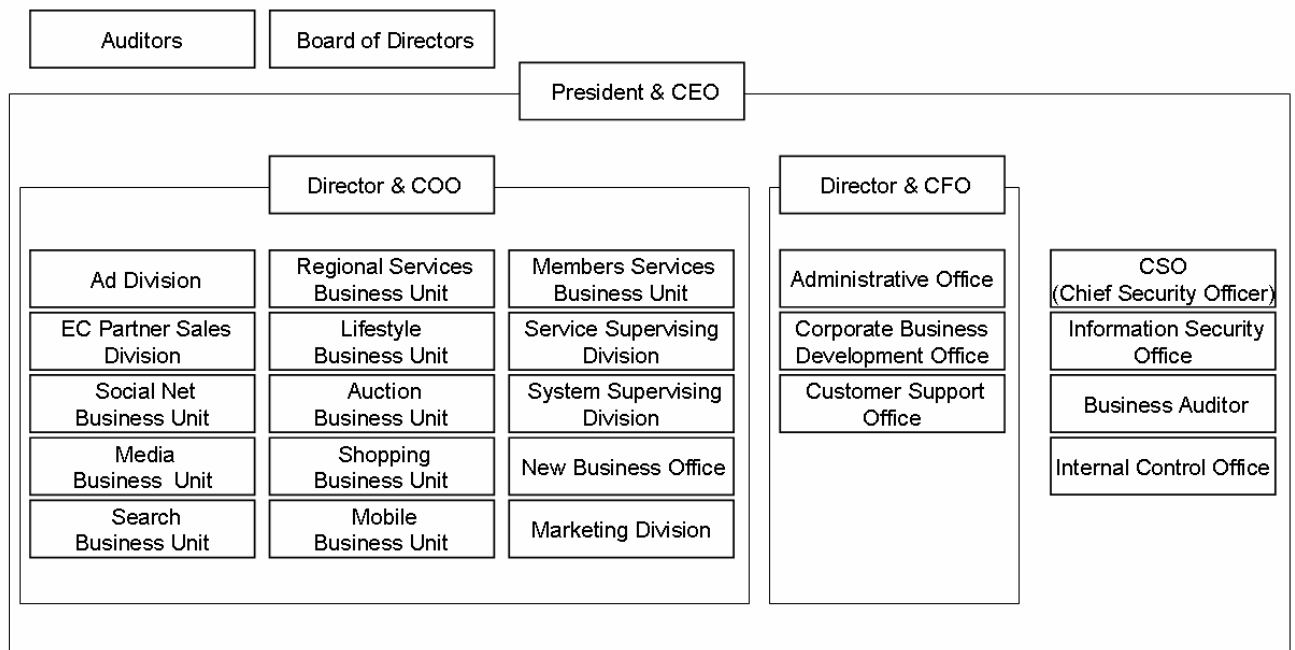
2. Organization Changes

New Organizational Sections	Old Organizational Sections
Ad Division	Ad Division
EC Partner Sales Division	Business Sales Division
Social Net Business Unit	Business Solutions Business Unit
Media Business Unit	Media Business Unit
Search Business Unit	Listing Business Unit
Regional Services Business Unit	Yahoo! BB Business Unit
Lifestyle Business Unit	Auction Business Unit

Auction Business Unit
Shopping Business Unit
Mobile Business Unit
Members Services Business Unit
Service Supervising Division
System Supervising Division
New Business Office
Marketing Division
Administrative Office
Corporate Business Development Office
Customer Support Office
Information Security Office
Business Auditor
Internal Control Office

Shopping Business Unit
Service Supervising Division
System Supervising Division
Product Supervising Division
Personal Services Division
New Business Office
Administrative Office
Corporate Business Development Office
Customer Support Office
Information Security Office
Group Operations Supervising Office
Business Auditor

New Organization Chart (Effective April 1, 2006)



3. Change in Responsibility of Director

New Title	Name	Old Title
Director, Chief Operating Officer (COO) and Senior Manager of Shopping Business Unit	Hiroaki Kitano	Director, Chief Operating Officer (COO) , Head of Product Supervising Division and New Business Office

4. Personnel Transfers

New Title	Name	Old Title
Senior Manager, EC Partner Sales Division	Masato Yamana	Senior Manager, Business Sales Division and EC Partner Sales Division
Senior Manager, Social Net Business Unit	Hidetsugu Tonomura	Senior Manager, Auction Business Unit
Senior Manager, Search Business Unit	Toshikazu Inoue	Manager, Search Planning Dept., Listing Business Unit
Senior Manager, Regional Services Business Unit	Masatsugu Shidachi	Senior Manager, Listing Business Unit
Senior Manager, Lifestyle Business Unit	Miyuki Kano	Manager, Category Planning Dept., Shopping Business Unit
Senior Manager, Auction Business Unit	Mineki Yashiro	Manager, Planning Dept., Auction Business Unit
Senior Manager, Mobile Business Unit	Masataka Matsumoto	Senior Manager, Shopping Business Unit
Senior Manager, Members Services Business Unit	Toshihiko Kamiya	Senior Manager, Yahoo! BB Business Unit
Senior Manager, New Business Office	Junichi Fujine	Senior Manager, Business Solutions Business Unit and Business Sales Division
Senior Manager, Marketing Division	Atsushi Taira	Senior Manager, Personal Services Division
Chief Technology Officer (CTO) and Senior Manager, System Supervising Division	Tetsuya Nishimaki	Senior Manager, System Supervising Division
Chief Compliance Officer (CCO) and Senior Manager, Legal Dept.	Naoya Bessho	Senior Manager, Legal Dept.