

November 10, 2006

To whom it may concern

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

Yahoo Japan Corporation announces monthly data for October 2006

Yahoo Japan Corporation announces monthly data on its businesses for October 2006, as attached.

Subjects	October 2006	September 2006 (for reference)
Monthly Page Views		
Total Monthly Page Views	34,721 million PVs	33,305 million PVs
Yahoo! Mobile Page Views	1,979 million PVs	1,570 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*1)	127.45 million browsers	117.24 million browsers
Number of Active User IDs on Yahoo! JAPAN (*2)	17.93 million IDs	17.05 million IDs
Number of Yahoo! Premium Member IDs (*3)	6.39 million IDs	6.43 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*4)	10,328 stores	9,897 stores
Average Number of Total Listed Items on Yahoo! Auctions (*5)	11.73 million items	11.16 million items
Number of Yahoo! Auctions Unique Browsers (*6)	30.36 million browsers	29.29 million browsers
Number of Yahoo! Shopping Stores (*4)	13,124 stores	12,407 stores
Number of Yahoo! Shopping Unique Browsers (*7)	17.07 million browsers	16.70 million browsers

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

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

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

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

(*5) Daily average number of total listed items for each month

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

(*7) Number of browsers which accessed Yahoo! Shopping each month