

February 21, 2007

To whom it may concern

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

**Notification of Acquisition of Shares of Interscope Inc.  
(Conversion to Subsidiary)**

In accordance with a basic agreement reached on January 24 of this year, Yahoo Japan Corporation decided in a board of directors meeting held today to purchase 5,288 shares (89.5% stake) of Interscope Inc. and convert the company to a subsidiary. Details are as follows.

1 . Purpose of Purchase

In converting INFO PLANT CO., LTD., to a subsidiary in October 2005, Yahoo Japan Corporation aimed to increase its customer base, product lineup, and number of research monitors. With the goal of providing Internet research services to solve marketing issues faced by corporations, the Company proceeded to expand its business in this field.

In comparison, Interscope has a strong record in providing consulting services for corporate marketing activities and researching and developing new methods of analysis and implementation for Internet research. The company's successful record is built upon a high degree of expertise in Internet research as well as knowledge of data mining methods.

In making Interscope a subsidiary, Yahoo Japan Corporation intends to expand its marketing solution services for corporations, primarily in the area of Internet research, by incorporating Interscope's expertise. The purpose of this action is to establish a structure that can respond to the diversifying needs of customers and to further grow its business.



Location: 3-28, Kioicho, Chiyoda-ku, Tokyo

Relationship with Yahoo Japan None in particular

(2) DG Incubation, Inc.

Company name: DG Incubation, Inc.

Representative: Yasuyuki Rokuyata, President and CEO

Head office: 2-43-15 Tomigaya, Shibuya-ku, Tokyo

Main businesses: Investment in and consulting for venture capital companies, operation and management of investment funds

Relationship with Yahoo Japan: None in particular

(3) Nissen Co., Ltd.

Company name: Nissen Co., Ltd.

Representative: Toshio Katayama, President and CEO

Head office: 79, Nishinochaya-cho, Kisshoin, Minami-ku, Kyoto

Main businesses: Correspondence sales

Relationship with Yahoo! Japan: Shop registered on Yahoo! Shopping

4. Number of shares purchased, purchase price, and ownership stake after purchase

(1) Shares held before share purchase: 0 shares (Ownership stake, 0%)

(Number of voting rights, 0)

(2) Number of shares purchased: 5,288 shares (Purchase price, ¥1,256 million)

(Number of voting rights, 5,288)

(3) Shares held after share purchase: 5,288 shares (Ownership stake, 89.5%)

(Number of voting rights, 5,288)

5. Purchase schedule

February 28, 2007

Signing of share sales agreement

February 28, 2007

Transfer of shares

## 6. Perspectives

The addition of this new subsidiary is expected to have only a minor impact on the consolidated or nonconsolidated performance of Yahoo Japan Corporation.