

October 10, 2007

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for September 2007**

Yahoo Japan Corporation announces monthly data on its businesses for September 2007, as attached.

<b>Subjects</b>	<b>September 2007</b>	<b>August 2007 (for reference)</b>
<b>Monthly Page Views (*1)</b>		
Total Monthly Page Views	41,072 million PVs	40,218 million PVs
Daily Average Total Monthly Page Views	1,369 million PVs	1,297 million PVs
Yahoo! Mobile Page Views	3,088 million PVs	2,888 million PVs
Daily Average Yahoo! Mobile Page Views	102 million PVs	93 million PVs
<b>Yahoo! JAPAN Users and IDs</b>		
Number of Yahoo! JAPAN Unique Browsers (*2)	160.37 million browsers	140.59 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	20.31 million IDs	19.94 million IDs
Number of Yahoo! Premium Member IDs (*4)	6.49 million IDs	6.36 million IDs
<b>e-Commerce Data</b>		
Number of Yahoo! Auctions Stores (*5)	13,718 stores	13,563 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	15.66 million items	13.86 million items
Number of Yahoo! Auctions Unique Browsers (*7)	30.71 million browsers	30.95 million browsers
Number of Yahoo! Shopping Stores (*5)	15,718 stores	15,479 stores
Number of Yahoo! Shopping Unique Browsers (*8)	15.09 million browsers	15.30 million browsers
Number of Yahoo! Shopping Store Unique Browsers (*9)	16.53 million browsers	16.25 million browsers

(\*1) Number of page views of Yahoo! JAPAN counted using the CSC (Client Side Counting) method each month

(\*2) Number of browsers which accessed Yahoo! JAPAN services each month

(\*3) Number of Yahoo! JAPAN IDs which logged in each month

(\*4) Number of Yahoo! Premium Member IDs at the end of each month

(\*5) Number of stores at the end of each month

(\*6) Daily average number of total listed items for each month

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

(\*8) Number of browsers which accessed Yahoo! Shopping (shopping.yahoo.co.jp, etc.) each month

(\*9) Number of browsers which accessed Yahoo! Shopping Store (store.yahoo.co.jp) each month