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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 2007

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

Subjects	October 2007	September 2007 (for reference)
Monthly Page Views (*1)		
Total Monthly Page Views	44,021 million PVs	41,072 million PVs
Daily Average Total Monthly Page Views	1,420 million PVs	1,369 million PVs
Yahoo! Mobile Page Views	3,280 million PVs	3,088 million PVs
Daily Average Yahoo! Mobile Page Views	105 million PVs	102 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	174.44 million browsers	160.37 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	20.94 million IDs	20.31 million IDs
Number of Yahoo! Premium Member IDs (*4)	6.60 million IDs	6.49 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	13,938 stores	13,718 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	15.36 million items	15.66 million items
Number of Yahoo! Auctions Unique Browsers (*7)	31.24 million browsers	30.71 million browsers
Number of Yahoo! Shopping Stores (*5)	15,810 stores	15,718 stores
Number of Yahoo! Shopping Unique Browsers (*8)	15.83 million browsers	15.09 million browsers
Number of Yahoo! Shopping Store Unique Browsers (*9)	18.03 million browsers	16.53 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