

April 10, 2008

To whom it may concern

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

Yahoo Japan Corporation announces monthly data for March 2008

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for March 2008, as attached.

Subjects	March 2008	February 2008 (for reference)
Monthly Page Views (*1)		
Total Monthly Page Views	43,145 million PVs	41,362 million PVs
Daily Average Total Monthly Page Views	1,391 million PVs	1,426 million PVs
Yahoo! Mobile Page Views	3,672 million PVs	3,612 million PVs
Daily Average Yahoo! Mobile Page Views	118 million PVs	124 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	159.74 million browsers	158.00 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	21.92 million IDs	21.22 million IDs
Number of Yahoo! Premium Member IDs (*4)	6.91 million IDs	6.87 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	14,928 stores	14,702 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	15.81 million items	16.31 million items
Number of Yahoo! Auctions Unique Browsers (*7)	33.43 million browsers	29.78 million browsers
Number of Yahoo! Shopping Stores (*5)	16,361 stores	15,906 stores
Number of Yahoo! Shopping Unique Browsers (*8)	13.38 million browsers	13.74 million browsers
Number of Yahoo! Shopping Store Unique Browsers (*9)	17.84 million browsers	17.56 million browsers

(*1) Number of page views of Yahoo! JAPAN Group sites 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