

October 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 September 2008

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

Subjects	September 2008	August 2008 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views (See Note)	43,433 million PVs	43,166 million PVs
Daily Average Total Monthly Page Views (See Note)	1,447 million PVs	1,392 million PVs
Yahoo! Mobile Page Views	4,331 million PVs	4,183 million PVs
Daily Average Yahoo! Mobile Page Views	144 million PVs	134 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	173.14 million browsers	164.86 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	22.85 million IDs	23.04 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.18 million IDs	7.14 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	16,082 stores	15,550 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	16.11 million items	16.99 million items
Number of Yahoo! Auctions Unique Browsers (*7)	30.04 million browsers	29.96 million browsers
Number of Yahoo! Shopping Stores (*5)	16,570 stores	16,618 stores
Number of Yahoo! Shopping Unique Browsers (*8)	22.37 million browsers	21.55 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 each month

Note: To disclose data that more accurately reflects actual conditions, commencing with the September 2008 monthly data report (announced on October 10, 2008), we have eliminated the RSS distribution feeds from the calculation of the Total Monthly Page Views. Based on this new standard, the Total Monthly Page Views for the past year were as follows:

(Million PVs)	Sept. 2008	Aug. 2008	July 2008	June 2008	May 2008	Apr. 2008	Mar. 2008	Feb. 2008	Jan. 2008	Dec. 2007	Nov. 2007	Oct. 2007	Sept. 2007
Total Monthly Page Views	43,433	43,166	42,517	43,112	44,433	41,690	42,311	40,656	41,994	39,501	40,938	43,606	40,776
Daily Average Total Monthly Page Views	1,447	1,392	1,371	1,437	1,433	1,389	1,364	1,401	1,364	1,274	1,364	1,406	1,359