

April 9, 2010

To whom it may concern

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

**Yahoo Japan Corporation announces monthly data for March 2010**

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for March 2010, as attached.

<b>Subjects</b>	<b>March 2010</b>	<b>February 2010 (reference)</b>
<b>Monthly Page Views (*1)</b>		
Total Monthly Page Views	46,882 million PVs	42,943 million PVs
Daily Average Total Monthly Page Views	1,512 million PVs	1,533 million PVs
Yahoo! Mobile Page Views	7,169 million PVs	6,406 million PVs
Daily Average Yahoo! Mobile Page Views	231 million PVs	228 million PVs
<b>Yahoo! JAPAN Users and IDs</b>		
Number of Yahoo! JAPAN Unique Browsers (*2)	209.33 million browsers	195.98 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.18 million IDs	23.84 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.59 million IDs	7.59 million IDs
<b>e-Commerce Data</b>		
Number of Yahoo! Auctions Stores (*5) (Note)	17,093 stores	17,012 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	22.79 million items	20.49 million items
Number of Yahoo! Auctions Unique Browsers (*7)	36.94 million browsers	35.38 million browsers
Number of Yahoo! Shopping Stores (*5)	17,352 stores	17,277 stores
Number of Yahoo! Shopping Unique Browsers (*8)	35.54 million browsers	32.78 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:** Commencing with the March 2010 monthly data report (announced on April 9, 2010), the method of calculating the Number of Yahoo! Auctions Stores was changed to obtain a more accurate calculation.