

October 8, 2010

To whom it may concern

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

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

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

<b>Subjects</b>	<b>September 2010</b>	<b>August 2010 (reference)</b>
<b>Monthly Page Views (*1)</b>		
Total Monthly Page Views	49,671 million PVs	48,256 million PVs
Daily Average Total Monthly Page Views	1,655 million PVs	1,556 million PVs
Mobile Phone Page Views	8,238 million PVs	8,130 million PVs
Daily Average Mobile Phone Page Views	274 million PVs	262 million PVs
<b>Yahoo! JAPAN Users and IDs</b>		
Number of Yahoo! JAPAN Unique Browsers (*2)	226.12 million browsers	214.89 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.41 million IDs	24.26 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.63 million IDs	7.62 million IDs
<b>e-Commerce Data</b>		
Number of Yahoo! Auctions Stores (*5)	17,393 stores	17,254 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	22.49 million items	20.98 million items
Number of Yahoo! Auctions Unique Browsers (*7)	37.04 million browsers	36.58 million browsers
Number of Yahoo! Shopping Stores (*5)	17,834 stores	17,717 stores
Number of Yahoo! Shopping Unique Browsers (*8)	32.63 million browsers	33.18 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