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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 December 2010

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

Subjects	December 2010	November 2010 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	46,756 million PVs	47,434 million PVs
Daily Average Total Monthly Page Views	1,508 million PVs	1,581 million PVs
Mobile Phone Page Views	8,248 million PVs	8,103 million PVs
Daily Average Mobile Phone Page Views	266 million PVs	270 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2)	222.19 million browsers	237.20 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	24.86 million IDs	24.78 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.68 million IDs	7.66 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	17,439 stores	17,402 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	22.12 million items	21.84 million items
Number of Yahoo! Auctions Unique Browsers (*7)	37.91 million browsers	37.92 million browsers
Number of Yahoo! Shopping Stores (*5)	20,933 stores	20,947 stores
Number of Yahoo! Shopping Unique Browsers (*8)	38.34 million browsers	36.14 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