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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 March 2011

Yahoo Japan Corporation announces monthly data on Yahoo! JAPAN Group businesses for March 2011, as attached.

Subjects	March 2011	February 2011 (reference)
Monthly Page Views (*1)		
Total Monthly Page Views	54,631 million PVs	45,787 million PVs
Daily Average Total Monthly Page Views	1,762 million PVs	1,635 million PVs
Mobile Phone Page Views	10,685 million PVs	8,273 million PVs
Daily Average Mobile Phone Page Views	344 million PVs	295 million PVs
Yahoo! JAPAN Users and IDs		
Number of Yahoo! JAPAN Unique Browsers (*2) (Note)	238.33 million browsers	211.33 million browsers
Number of Active User IDs on Yahoo! JAPAN (*3)	25.57 million IDs	24.80 million IDs
Number of Yahoo! Premium Member IDs (*4)	7.68 million IDs	7.70 million IDs
e-Commerce Data		
Number of Yahoo! Auctions Stores (*5)	17,344 stores	17,380 stores
Average Number of Total Listed Items on Yahoo! Auctions (*6)	21.74 million items	21.84 million items
Number of Yahoo! Auctions Unique Browsers (*7)	35.78 million browsers	36.49 million browsers
Number of Yahoo! Shopping Stores (*5)	20,290 stores	19,939 stores
Number of Yahoo! Shopping Unique Browsers (*8)	37.39 million browsers	37.00 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: Number of Yahoo! JAPAN Unique Browsers for March 2011 is an estimate. It was recalculated to adjust for a certain portion of user accesses that could not be accurately determined.