

August 26, 2003

To whom it may concern

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

Yahoo! JAPAN Announces a Two-for-One Stock Split

In a meeting of the Board of Directors held on August 26, 2003, Yahoo Japan Corporation decided to implement a two-for-one stock split (free share distribution). The details are as follows.

I. Effective November 20, 2003, common shares will be split two for one as follows.

1. Shares to be split: Common shares of record will be the final list of issued shares for September 30, 2003.
2. Method: The shares of shareholders listed on the final shareholders register and the official shareholders register and of fractional shareholders listed in the fractional shares register for September 30, 2003, will be split two for one. Fractional shares resulting from the stock split will be registered in the fractional shares register in one-hundredth-of-a-share fractions.

II. Distribution date: October 1, 2003

III. Any other necessary details regarding the stock split will be decided in Board of Directors meetings.

IV. Calculation of exercise price of subscription rights

As a result of this stock split, the exercise prices for Yahoo Japan's stock options issued under Article 280-19 of the Commercial Code will be calculated as follows after October 1, 2003.

| Subscription rights | Adjusted exercise price | Previous exercise price |
|--|-------------------------|-------------------------|
| 1 st issue of stock options under the Commercial Code (Jan. 31, 2000) | ¥1,640,625- | ¥3,281,250- |
| 2 nd issue of stock options under the Commercial Code (June 27, 2000) | ¥1,218,750- | ¥2,437,500- |
| 3 rd issue of stock options under the Commercial Code (Dec. 18, 2000) | ¥621,282- | ¥1,242,563- |
| 4 th issue of stock options under the Commercial Code (June 29, 2001) | ¥305,864- | ¥611,727- |
| 5 th issue of stock options under the Commercial Code (Dec. 18, 2001) | ¥271,875- | ¥543,750- |
| 1 st issue of stock options in 2002 (July 29, 2002) | ¥326,250- | ¥652,500- |
| 2 nd issue of stock options in 2002 (Nov. 20, 2002) | ¥363,978- | ¥727,955- |
| 1 st issue of stock options in 2003 (July 25, 2003) | ¥1,070,000- | ¥2,140,000- |

Reference

1. The number of shares resulting from the stock split are not shown because the actual number cannot be determined at this point due to the possibility that new shares may be issued by the exercise of subscription rights during the period between the decision made by the Board of Directors to carry out the stock split and the actual date of the stock split.
2. At August 26, 2003, outstanding shares and paid-in capital are as follows:
 - Outstanding shares: 942,403.08 shares
 - Paid-in capital: ¥6,178,602,658-