

June 19, 2001

To whom it may concern

Yahoo Japan Corporation
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Stock code: 4689

**Yahoo! JAPAN announces Start Up of Comprehensive Broadband Service,
Yahoo! BB**

Yahoo Japan Corporation announces that it will begin Yahoo! BB, a comprehensive broadband service that includes a high-speed Internet connection Asymmetric Digital Subscriber Line (ASDL) service for individuals and a membership-based broadband content service.

The service is provided through an agreement with BB Technologies Corporation (BBT), a company formed jointly by Yahoo! JAPAN and companies of the Softbank Group. By the end of the current year, BBT is scheduled to complete the world's first gigabit access environment, with 10 times the current whole ASDL line capacity in Japan. This is being achieved by connecting between NTT central offices covering over 70% of households in Japan with a gigabit lines. Based on this infrastructure, users will be able to enjoy receiving data at up to 8-mbps and sending data at 900-kbps, the fastest ASDL environment in the world.

Targeting users throughout Japan, the Company plans to begin receiving applications for the Internet access service, Yahoo! BB through its web site commencing June 20. From the end of June, the Company expects to began providing ASDL access service to users in all the wards of Tokyo as well as starting up a limited-offer free-trial period. During the free-trial period, Yahoo! JAPAN will get to practically test the technological aspects of the quality, operation, maintenance and other details of the service as well as carry out a market demand survey. The Company plans to commence full-fledged operations as a commercial service throughout Japan, with the exception of a few regions, on August 1.

Following the start of commercial services, the Company will charge ¥990 per month for Type 1 (telephone) and Type 2 (non-telephone) ADSL continuous connection services^{*1}. If Type 1 service is chosen, users will also pay ¥1,290 per month for provider services, making high-speed connections available to users for a total of ¥2,280 per month. In addition, ADSL modems and splitter units can be rented for ¥550 yen per month or purchased for ¥24,600. The initial fee for registration is free^{*2}, but for those who select the optional ADSL modem and splitter installment service, the fee will be ¥8,800. In commemoration of the start of the free-trial service, the Company is going to run a campaign offering the first one million users free modem and splitter installation.

The membership-based portal site of Yahoo! BB, is a delivery platform for the broadband content of corporations, and at the same time, it is also a charging platform for charging and payment intermediation. The Company intends to form business tie-ups with many companies that have quality content as well as content providers, to offer a broad diversity of pay and free services, such as video streaming, music, network games, and online education, that make maximum use of its broadband infrastructure.

Yahoo! Japan is targeting the sign-up of one million Yahoo! BB members by the end of the year, and plans to undertake a major promotion effort along with the Softbank Group. At this juncture, the impact of Yahoo! BB on Yahoo! JAPAN's net sales and income is not quantifiable.

*1: NTT line fees (¥187 for Type 1 and ¥2,062 for Type 2) are not included.

*2: NTT initial and installment fees of ¥3,600 are not included.