

July 27, 2010

To whom it may concern

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

**Yahoo! JAPAN selects Google as a provider of search engine and ads platform.
Yahoo! JAPAN also provides data to Google.**

Today, Yahoo Japan Corporation announced that it has decided to change its search engine and advertising platform to Google Inc. We also determined to provide data regarding our contents to Google. Details are as follows.

1. Outline

Yahoo! JAPAN is the overwhelmingly No. 1 Internet service company in Japan in terms of the number of users. The search service is one of the various popular services Yahoo! JAPAN provides today. Yahoo! JAPAN has decided to change its search engine (the service for searching for information on the Internet) and ads platform (its search-triggered ads distribution system) to Google Inc., which is located in the state of California and listed on NASDAQ in the United States ("Google").

The value of Yahoo! JAPAN's search service will stay at a high level after the reputable search engine and ads platform used by Google itself are built into Yahoo! JAPAN's search service, which is highly popular in Japan and has a lot of user support due to its usability.

Yahoo! JAPAN is going to increase the value of other services as well in the future by leveraging the improved search service, and strengthen its position as No.1 Internet service company.

Affected Parts by Change of Search Engine

Search Results Page of Yahoo! JAPAN



Affected Parts



*The popular content of Yahoo! JAPAN will remain on its service even after this transaction. The only changes are the search engine that generates the Web search results, and the ads platform that distributes search advertising as shown in the chart.

The contract covers only the provision of the search engine and the ads platform; Yahoo! JAPAN will continue to manage its search page and search service. In addition, Yahoo! JAPAN will independently run the Marketplace where advertisers bid for keywords to decide the display and location of ads. Yahoo! JAPAN and Google will continue to compete with each other in all service areas including their advertising and search services.

Both parties will benefit after Yahoo! JAPAN starts providing content, which are updated on a daily basis, to Google from various services including Auction and Shopping.

As described above, the contract this time covers only the provision of the search engine and the ads platform. Yahoo! Inc. remains a strategic partner of Yahoo! JAPAN, which will continue using the brand name of Yahoo. The relationship between Yahoo! JAPAN and Yahoo! Inc. will have no change in other areas, including Yahoo! Inc.'s equity ownership in Yahoo! JAPAN.

There will be no material change in the structure of Yahoo! JAPAN's profits. Yahoo! JAPAN plans to maximize its profit in the expanding advertising market. The whole of Yahoo!

JAPAN will grow as well as its search service by leveraging the synergy from the relationship with Google.

2. Background

In July 2009, Yahoo! Inc. decided to transition its search engine and ads platform technology, provided by Microsoft. Yahoo! Japan compared alternative search engines and ads platform technologies. Google has developed what we believe is the best-performing search engine and ads platform technology for the Japanese language environment, and provides the best functionalities in the current situation. Thus, Yahoo! Japan has determined to partner with Google.

3. Outline of Google Inc.

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| (1) Company Name: | Google Inc. |
| (2) Head Office: | California, United States |
| (3) Representative: | Eric Schmidt
Chairman of the Board and Chief Executive Officer |
| (4) Establishment: | September, 1998 |
| (5) Relationship with
Yahoo! JAPAN: | None |

4. Schedule

The schedule for change of search engine and search advertising platform has not determined yet. We will decide it upon consultation between both parties.

5. Outlook

There is no change of business outlook for the second quarter of the fiscal year ending March 31, 2011 announced on July 27, 2010.