

September 7, 2006

To whom it may concern

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

**Yahoo Japan Corporation Determines Exercise Price for Stock Options
(Subscription Rights)**

Based on a resolution at the meeting of the Board of Director on August 23, 2006, the exercise price and other conditions of the subscription rights were determined as follows.

I. Exercise price and other conditions of stock options (subscription rights) granted to directors

The granting of stock options to directors is in accordance with the resolution on compensation for directors approved at the annual shareholders' meeting held on June 22, 2006 in terms of number of subscription rights, details, and total monetary amount.

1. Date of granting subscription rights: September 6, 2006
2. Number of subscription rights to be issued: 2,000 units (Each subscription right is equivalent to one common share)
3. Amount of money to be exchanged for subscription rights: ¥26,022 per subscription right

(Fair value calculated based on Black-Scholes model at the granting date of the subscription rights. Directors don't need to transfer money at the time of granting, because they balance the payment with their compensation from Yahoo Japan Corporation.)

4. Type and amount of stock for which subscription rights are to be granted: 2,000 common par value shares of Yahoo Japan Corporation

5. Payment on exercise of subscription right: ¥47,198 per common share
6. Total value of subscription rights if exercised: ¥146,440,000
7. The amount of capital by which Common Stock is increased due to the exercise of subscription rights

The amount of increase in Common Stock shall be 50% of the increase in capital as calculated according to the method given in the Company Accounting Regulations, Article 40, Paragraph 1, with fractional amount of less than ¥1 being rounded up.

8. Receivers of subscription rights
Five directors of Yahoo Japan Corporation
9. Period to exercise the subscription rights
From August 24, 2008 to August 23, 2016

II. Exercise price and other conditions of stock options (subscription rights) granted to employees

1. Date of granting subscription rights: September 6, 2006
2. Number of subscription rights to be issued: 6,569 units (Each subscription right is equivalent to one common share)
3. Amount of money to be exchanged for subscription rights: No monetary transfer takes place. (It is not an advantageous condition for receivers of subscription rights)
4. Type and amount of stock for which subscription rights are to be granted: 6,569 common par value shares of Yahoo Japan Corporation
5. Payment on exercise of subscription right: ¥47,198 per common share
6. Total value of subscription rights if exercised: ¥480,982,180
7. The amount of capital by which Common Stock is increased due to the exercise of subscription rights

The amount of increase in Common Stock shall be 50% of the increase in capital as calculated according to the method given in the Company Accounting Regulations, Article 40, Paragraph 1, with fractional amount of less than ¥1 being rounded up.

8. Receivers of subscription rights

157 employees of Yahoo Japan Corporation

9. Period to exercise the subscription rights

From August 24, 2008 to August 23, 2016