August 17, 2005

To whom it may concern

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

Yahoo Japan Corporation Announces a Two-for-One Stock Split

In a meeting of the Board of Directors held on August 17, 2005, Yahoo Japan Corporation decided to implement a two-for-one stock split (free share distribution). The details are as follows.

I. Purpose of Stock Split
In order to make it easier for investors to invest in our Company, we implemented a stock split, aiming to reduce the cost of an investment unit and increase the liquidity of our stock.

II. Effective November 18, 2005, 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, 2005.
2. Method: The shares of shareholders listed or recorded on the final shareholders register and the official shareholders register and of fractional shareholders listed or recorded in the fractional shares register for September 30, 2005, will be split two for one. Fractional shares resulting from the stock split will be listed or recorded in the fractional shares register in one-hundredth-of-a-share fractions.

III. Distribution date: October 1, 2005

IV. Increase in the total number of authorized shares: We are changing our Articles of Incorporation effective November 18, 2005. The number of authorized shares will increase by 60,400,000 shares to 120,800,000 shares.

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

VI. Calculation of exercise price of stock options and 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 and subscription rights will be calculated as follows after October 1, 2005.

Subscription rights	Adjusted exercise price	Previous exercise price
1st issue of stock options under the Commercial Code (Jan. 31, 2000)	¥102,540	¥205,079
2nd issue of stock options under the Commercial Code (June 27, 2000)	¥76,172	¥152,344
3rd issue of stock options under the Commercial Code (Dec. 18, 2000)	¥38,831	¥77,661
4th issue of stock options under the Commercial Code (June 29, 2001)	¥19,117	¥38,233
5th issue of stock options under the Commercial Code (Dec. 18, 2001)	¥16,993	¥33,985
1st issue of subscription rights in 2002 (July 29, 2002)	¥20,391	¥40,782
2nd issue of subscription rights in 2002 (Nov. 20, 2002)	¥22,749	¥45,498
1st issue of subscription rights in 2003 (July 25, 2003)	¥66,875	¥133,750
2nd issue of subscription rights in 2003 (Nov. 4, 2003)	¥102,955	¥205,910
3rd issue of subscription rights in 2003 (Jan. 29, 2004)	¥95,625	¥191,250
4th issue of subscription rights in 2003 (May 13, 2004)	¥157,024	¥314,048
1st issue of subscription rights in 2004 (July 29, 2004)	¥130,580	¥261,160
2nd issue of subscription rights in 2004 (Nov. 1, 2004)	¥124,975	¥249,950
3rd issue of subscription rights in 2004 (Jan. 28, 2005)	¥130,750	¥261,500
4th issue of subscription rights in 2004 (May 12, 2005)	¥121,125	¥242,250
1st issue of subscription rights in 2005 (July 28, 2005)	¥117,000	¥234,000

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. Outstanding shares after the stock split, calculated using outstanding shares on August 17, 2005, are as follows:

Current outstanding shares:	15,103,081.28 shares
Increase in shares:	15,103,081.28 shares
Outstanding shares after increase:	30,206,162.56 shares

3. The stock split had no effect on paid-in capital

   Paid-in capital as of August 17, 2005: ¥ 6,763,585,935