February 21, 2007

To whom it may concern

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

Notification of Acquisition of Shares of Interscope Inc. (Conversion to Subsidiary)

In accordance with a basic agreement reached on January 24 of this year, Yahoo Japan Corporation decided in a board of directors meeting held today to purchase 5,288 shares (89.5% stake) of Interscope Inc. and convert the company to a subsidiary. Details are as follows.

1. Purpose of Purchase

In converting INFO PLANT CO., LTD., to a subsidiary in October 2005, Yahoo Japan Corporation aimed to increase its customer base, product lineup, and number of research monitors. With the goal of providing Internet research services to solve marketing issues faced by corporations, the Company proceeded to expand its business in this field.

In comparison, Interscope has a strong record in providing consulting services for corporate marketing activities and researching and developing new methods of analysis and implementation for Internet research. The company's successful record is built upon a high degree of expertise in Internet research as well as knowledge of data mining methods.

In making Interscope a subsidiary, Yahoo Japan Corporation intends to expand its marketing solution services for corporations, primarily in the area of Internet research, by incorporating Interscope's expertise. The purpose of this action is to establish a structure that can respond to the diversifying needs of customers and to further grow its business. 2. Outline of subsidiary to be transferred (Interscope Inc.) at February 20, 2007

(1) Company name Interscope Inc.

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(2) Representative	Shin Tanabe, President		
(3) Location	1-6-2, Ohashi, Meguro-ku, Tokyo		
(4) Established	March 9, 2000		
(5) Main business	Planning,	design,	implementation,
	tabulation, and	d analysis of	Internet research
(6) Fiscal year end	June 30		
(7) Number of employees	68		
(8) Head office	1-6-2, Ohashi	i, Meguro-ku,	Tokyo
(9) Paid-in capital	¥552 million		
(10) Total outstanding shares	5,911 shares		

(11) Major shareholders and stake

DG Incubation, Inc.	29.02%
Apax Globis Japan Fund, L.P.	22.61%

Plus 54 other corporate and individual shareholders

(12) Performance trends in recent fiscal years

	FY ended June 30,2005	FY ended June 30, 2006
Net sales	¥882 million	¥1,009 million
Gross profit	¥508 million	¥555 million
Operating income	¥27 million	¥66 million
Ordinary income	¥27 million	¥69 million
Net income	(¥5 million)	(¥151 million)
Total assets	¥976 million	¥836 million
Shareholders' equity	¥760 million	¥613 million
Cash dividends		

3. Sellers of shares, number of shares acquired, and purchase price

(1) Apax Globis Japan Fund I.P.

Unlimited liability partner: Apa

Standing representative:

Norifumi Tateishi, Legal Counsel, Tozai Sogo Law Office

Location:	3-28, Kioicho, Chiyoda-ku, Tokyo		
Relationship with Yahoo Japan	None in particular		
(2) DG Incubation, Inc.			
Company name:	DG Incubation, Inc.		
Representative:	Yasuyuki Rokuyata, President and CEO		
Head office:	2-43-15 Tomigaya, Shibuya-ku, Tokyo		
Main businesses:	Investment in and consulting for venture capital companies, operation and management of investment funds		
Relationship with Yahoo Japan:	None in particular		
(3) Nissen Co., Ltd.			
Company name:	Nissen Co., Ltd.		
Representative:	Toshio Katayama, President and CEO		
Head office:	79, Nishinochaya-cho, Kisshoin, Minami-ku,		
	Kyoto		
Main businesses:	Correspondence sales		
Relationship with Yahoo! Japan:	Shop registered on Yahoo! Shopping		
4. Number of shares purchased, purchased	purchase price, and ownership stake after		
(1) Shares held before share purch	nase:0 shares (Ownership stake, 0%)		
(Number of voting rights, 0)			
(2) Number of shares purchased: million)	5,288 shares (Purchase price, ¥1,256		
(Number of voting rights, 5,288)			
(3) Shares held after share purcha	se: 5,288 shares (Ownership stake, 89.5%)		
(Number of voting rights, 5,288)			
5. Purchase schedule			
February 28, 2007	Signing of share sales agreement		
February 28, 2007	Transfer of shares		

6. Perspectives

The addition of this new subsidiary is expected to have only a minor impact on the consolidated or nonconsolidated performance of Yahoo Japan Corporation.