



PRESS RELEASE

CDN JAPAN Starts Content Distribution over its Integrated Platform

— *Employed DRM Systems for Broadband Content Distribution to home Users* —

TOKYO, November 13, 2001 - Internet Initiative Japan Inc. ("IIJ", NASDAQ: IIJ) today announced that CDN JAPAN, a non-profit consortium for broadband content distribution established by IIJ, Oracle Corporation Japan and Cisco Systems K.K., officially started distributing 100-150 broadband content programs to approximately 250,000 home users in Japan on November 13, 2001. The CDN-J Platform, which has been developed by the consortium to distribute broadband content programs, is an integrated platform system employing DRM (Digital Rights Management) technologies, and offered to broadband content providers for no charge through the end of March 2002. Through the activities, CDN JAPAN aims at providing participating companies with business knowledge for evaluating their own commercial viability after April 2002.

Since established in March 2001, CDN JAPAN has distributed demonstration content to its network system on a trial basis, and has expanded its operation by adding 5 new corporate members. With the participation of dozens of broadband content providers, such as MTV Japan, Sky Perfect Communications, Sony Communication Network, CDN JAPAN operates a full-fledged distribution platform with digital content control functions such as authentication, billing, settlement and prevention of illicit use of content. With the cooperation with Content ID Form, an institution for promoting global standards in content ID mechanisms, DRM system is employed over the CDN-J Platform. Content transmission bandwidth is configured to 300kbps and 1Mbps.

“Through activities with CDN JAPAN, we address three key issues which are inherent in making the content distribution business viable, namely network scale, quality-driven transmission technology, and content protection,” said Koichi Suzuki, President and CEO of IIJ. “ The CDN JAPAN consortium is supported by IIJ’s Internet data centers and our broadband platform HSMN (High Speed Media Network), which is IIJ’s broadband network infrastructure linking mass broadband end users in Japan. By leveraging strategic relationships with CDN JAPAN, IIJ is able to further promote our connectivity services for regional broadband network operators in Japan, as well as our Internet data center services and SI services for broadband content providers.”

CDN JAPAN Members:

Internet Initiative Japan Inc., Oracle Corporation Japan, Cisco Systems K.K., EMC Japan K.K., Itochu Techno-Science Corporation, Sun Microsystems K.K. Sony Communication Network Corporation, Hewlett-Packard Japan, Ltd.

About IIJ

Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJ) is Japan’s leading Internet-access and comprehensive Internet solution provider mainly targeting high-end corporate customers. Founded in 1992 as a pioneer of commercial Internet services in Japan, IIJ has built one of the largest Internet backbone networks in Japan as well as between Japan and the United States. IIJ and its group companies provide total solutions including new generation network services over optical-fiber infrastructure optimized for data communications, construction of Asian-wide IP backbone networks, high-quality Internet access, securities, hosting/housing, and content design and systems integration.

The statements within this release contain forward-looking statements about our future plans that involve risk and uncertainties. These statements may differ materially from actual future events or results. Readers are referred to the documents filed by Internet Initiative Japan Inc. with the SEC, specifically the most recent reports on Forms 20-F and 6-K, which identify important risk factors that could cause actual results to differ from those contained in the forward-looking statements.



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