

For Immediate Release

IIJ Launches IIJ Secure MX Service for Complete Email Risk Management

-- Integrated mail security service provides spam email blocking and email storage --

TOKYO-- September 5, 2006 -- Internet Initiative Japan Inc. ("IIJ", NASDAQ: IIJI, TSE Mothers: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the October 1 release of the IIJ Secure MX Service, an integrated email security solution for enterprise risk management that provides services such as spam email blocking and mail archiving.

The IIJ Secure MX Service is an ASP service that operates through an IIJ gateway server established between a customer's mail system and the Internet to offer comprehensive mail security functions including anti-spam, sender authentication, mail transmission route encryption, and full-text mail storage. IIJ support engineers provide 24-hour, 365-day monitoring of redundant gateway servers located at the data center, ensuring a safe and stable mail environment. The service allows customers to implement the latest mail security measures without diverting manpower or assuming hardware asset risks that are incurred when companies develop in-house systems. This enables stronger internal control and a reduction of total costs, without modification to a company's existing mail system.

Recently, mail security measures have become increasingly important and complex, a result of efforts to prevent mail-related data leaks and mail system downtime caused by sudden spikes in spam mail sent from bot networks. In addition, in compliance with the Japanese version of the US Sarbanes-Oxley Act, there has been increasing demand for archiving as a way of preserving evidence in the event of an incident, which is becoming increasingly important for company executives in risk management. However, businesses have already reached a limit with in-house efforts to combat voluminous spam mail, maintain archiving capacity, and implement ever-changing security measures.

IIJ already provides spam countermeasures and archiving services using its existing enterprise-oriented ASP services, handling tens of thousands of email accounts. The IIJ Secure MX Service uses the expertise developed from this experience to give greater security by adding the latest features sought by businesses. As an outsourced resource, the service reduces customer mail management tasks and bypasses asset acquisition, while assuring the availability and security of mission-critical mail systems.

● **IIJ Secure MX Service Feature Highlights**

* **Sender Authentication**

Uses Sender Authentication as the standard for checking the registration of the sender's mail address, and ensures that the company meets the latest email standards.

* **Spam Mail Filtering**

Employs high-precision filter technology to block and isolate spam mail, including Japanese language spam, before it can be delivered to the mail system. Reduces load on mail servers and reduces the impact on archiving capacity.

* **Anti-Virus Blocking**

Blocks virus infections at the network access point and protects against infections and data leaks inside and outside the company.

* **Route Encryption**

Uses encryption between mail servers on the Internet and provides encryption functions that enable the safeguarding of mail transmission privacy. Meets the need for even stronger security.

* **Delivery Rescheduling**

Holds incoming mail at IJ servers when the customer mail system is down due to maintenance or failure, and delivers mail when the customer mail system has recovered.

* **Logs/Statistical Data Downloading**

Provides a web interface to allow administrators to download logs and various statistical data about mail traffic.

* **Mail Archiving (Optional)**

Offers full-text storage of transmitted mail for use as evidence in internal management or litigation. Up to three years storage on external media, with search services by request.

* **Mail Auditing (Optional)**

Prevents data leaks by stopping outgoing mail that includes specified keywords (such as “confidential”).

With the IJ Secure MX Service, IJ is pleased to offer its customers a safer and more convenient mail environment, and the Company will continue its efforts to provide effective, high-value services.

About IJ

Founded in 1992, Internet Initiative Japan Inc. (IJ, NASDAQ: IJJI, Tokyo Stock Exchange Mothers: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IJ and its group of companies provide total network solutions that mainly cater to high-end corporate customers. The company's services include high-quality systems integration and security services, Internet access, hosting/housing, and content design. Moreover, the company has built one of the largest Internet backbone networks in Japan, and between Japan and the United States. IJ was listed on NASDAQ in 1999 and on the Mothers market of Tokyo Stock Exchange in 2005. For more information about IJ, visit the IJ Web site at <http://www.ij.ad.jp/en/>.

The statements within this release contain forward-looking statements about our future plans that involve risk and uncertainty. These statements may differ materially from actual future events or results. Readers are referred to the documents furnished 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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