Internet Initiative Japan

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For Immediate Release

IIJ to Introduce Source Address Validation to all its Connectivity Services

--Removes unnecessary packets to help increase network security and stability--

TOKYO, March 8, 2006 -- Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE Mothers: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, announced today that it will begin implementing source address validation ("SAV") to verify the source IP addresses of traffic on all corporate and individual connectivity services. SAV drops unnecessary packets and thereby increases security and operational stability across the network, including on the customer's network.

SAV verifies the source IP address at the router interface and drops packets that have forged source IP addresses. In recent years, DDoS attacks and other unwanted traffic are using spoofed, or forged, source IP addresses, and the increasing number of invalid packets traversing the network has increased, which unnecessarily burdens the ISP network and the customer's network. A forged source IP address makes it difficult to determine where the packet entered the network and makes it difficult to take preventive measures. SAV solves this problem by deleting packets with forged source IP addresses before they enter the network, and keeps unwanted traffic from crossing IIJ's network.

SAV can be implemented using either the ACL (*1) packet filtering method or the uRPF (*2) source IP address verification method. ACL uses a list of valid source IP addresses at the router interface to filter packets. The uRPF method uses the router's routing table to determine if the path to the source IP address matches the path that the packet used. IIJ is adopting an integrated approach using both methods to create a more secure network.

SAV is predicated on the broad adoption and strict adherence to RFC2827 (BCP38) and RFC3704 (BCP84) (*3), which are effective mechanisms for blocking unwanted traffic that uses forged source IP addresses.

IIJ will continue to improve network security and provide its customers with safe, reliable services.

(*1) Access Control List (ACL): ACL uses very detailed filtering rules to achieve extremely precise filtering. However, because it requires that the source list be constantly updated to reflect changes on the user's network, maintenance and operation involve an immense amount of time and effort.

(*2) Unicast Reverse Path Forwarding (uRPF): There are several modes used in uRPF, and in Strict Mode, source addresses are verified at the router interface, while in Loose Mode, the existence of the source IP address path is verified.

(*3) Request for Comments (RFC): RFCs are official documents issued by the IETF, an Internet technologies standardization group. They assign numbers to and publicly release communications about the specifications and requirements of Internet-related technology.

About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, Tokyo Stock Exchange Mothers: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IIJ 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. IIJ was listed on NASDAQ in 1999 and on the Mothers market of Tokyo Stock Exchange in 2005. For more information about IIJ, visit the IIJ Web site at http://www.iij.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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