

***For Immediate Release***

**IIJ SMF sx Service Adapts to IIJ Mobile**

*--SMF's automatic connectivity technology on a mobile network  
 constructs corporate networks with the flip of a switch--*

TOKYO--July 4, 2008--Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that starting July 31, the IIJ SMF sx Service<sup>(\*1)</sup>--IIJ's proprietary network management solution that uses IIJ's feature-rich SEIL routers--will be accessible via IIJ Mobile<sup>(\*2)</sup> access lines using the Mobile Auto-Configuration feature enabling users to automatically connect to the corporate network via mobile broadband.

Mobile Auto-Configuration enables customers to automatically configure an array of settings--from Internet connectivity to VPNs and firewalls--using the automatic connectivity features of SMF over a mobile network. The customer only needs to plug the IIJ mobile terminal into the SEIL's USB port and turn on the power to complete all settings and easily establish a corporate network any time, any where.

With Mobile Auto-Configuration, locations that do not have ADSL or optical fiber access can be connected automatically and immediately to a high-speed network by simply installing a SEIL router with an IIJ mobile terminal attached. With this service, the work of opening a new location no longer requires construction for installing access lines or setting up and testing network equipment. This drastically reduces installation costs, as well as reduces the lead-time required to build, move, or remove a network, which is ideal for businesses that often set up, merge, or close locations, or for short-term use such as on construction sites or events.

As with the original IIJ SMF sx Service, it comes with a Web interface from which all settings can be performed, but it also meets the special needs of mobile operation with real-time monitoring of mobile signal strength and connection history.

The adaptation of the SEIL router to the mobile network enables a wide variety of configurations that meet customer needs, such as the creation of wireless WANs or backup networks for wired WANs. At the same time, it enables complete administration of many different types of networks via the IIJ SMF sx Service.

IIJ will continue to expand the functionality of SMF to provide a more flexible network environment.

(\*1) IIJ SMF sx Service:

A centralized network management system developed by IIJ and based on the SEIL Management Framework (SMF). This system enables centralized network management, from configuring network devices to administration and management.

(\*2) IIJ Mobile Access Service:

A high-speed mobile data communications service for corporate clients using the 3G/HSDPA network, providing a communications network with the necessary security features for business use. It comprises Type D, which uses an NTT DoCoMo terminal, Type DS, which uses an NTT DoCoMo terminal with fixed IP addresses and Type E, which uses an EMOBILE terminal.

## **About IIJ**

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, Tokyo Stock Exchange TSE1: 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 First Section of the Tokyo Stock Exchange in 2006. For more information about IIJ, visit the IIJ 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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