

For Immediate Release

IIJ Introduces DKIM Sender Authentication Technology to the IIJ Secure MX Service

TOKYO--July 17, 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 the integrated email security solution IIJ Secure MX Service is now compatible with DomainKeys Identified Mail (DKIM) technology.

DKIM is a sender authentication that enables the recipient of an email to authenticate the sender of the e-mail through a digital signature attached to the e-mail message by the sender, and thus determine the validity of the e-mail. The IIJ Secure MX Service now uses DKIM technology to validate the senders of the e-mail received by the IIJ gateway server and to insert the results of a message evaluation into the message header as a score before delivering it to the customer. The customer can use the score on an incoming e-mail message to filter the messages at the customer's e-mail client.

IIJ Secure MX Service has been using the Sender Policy Framework (SPF) as its sender authentication. SPF verifies the integrity of the sender's domain on the mail address with that of the sender's mail server, which in effect verifies that each e-mail message was sent by the server associated with that domain. In contrast, DKIM uses a digital signature to validate the mail message itself. This method is effective against phishing schemes that alter mail header information, and it is already in wide-spread use in the United States. SPF and DKIM can be used together as well to create a stronger anti-spam barrier.

IIJ was the only participant from Japan in the DKIM interoperability test conducted in October 2007 with the world's major ISPs and vendors, and we continue to participate actively in these and other kinds of tests to further the development of sender authentication. Planned improvements for the IIJ Secure MX Service include automated DKIM digital signature insertion on all mail messages going out through the IIJ Secure MX gateway server. The IETF is currently working on standards for expanded DKIM technology, called DKIM ADSP^(*), and as soon as the specification is complete, IIJ will begin implementing it.

IIJ will be conducting free trial on for this latest feature enhancement as well as new features added in the future.

+ Free trial details

- Description:

IIJ Secure MX Service automated DKIM digital signature insertion on all mail messages going out through the IIJ Secure MX gateway server.

- Eligible Customers:

IIJ Secure MX Service customers

IIJ will continue to provide the most advanced features using the latest technology to construct a network environment for secure network messaging.

(*) ADSP (DKIM Author Domain Signing Practice):

A method that enables mail senders to determine what actions should be taken on their messages if they fail DKIM authentication on the recipient's end.

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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