

## *For Immediate Release*

### **IIJ Adds Temporary Hold Function to IIJ Secure MX Service**

*--All outgoing mail held temporarily to prevent misaddressing and as a measure against information leaks--*

TOKYO--February 22, 2010--Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced it will immediately release a new feature called Temporary Hold as one of the basic features of the IIJ Secure MX Service, which provides integrated corporate mail security.

Temporary Hold will take all e-mail sent by the customer via the IIJ Secure MX Service gateway server and hold it for a predetermined period of time. In most cases, the sender realizes that an e-mail was misaddressed immediately after sending it, and thus this service provides a mechanism for systematically holding outgoing e-mails until the sender can reconfirm the addresses on sent messages, thus preventing misaddressed messages.

Below are the highlights of the Temporary Hold feature.

- All outgoing e-mail is held temporarily, thus preventing misaddressed messages  
When this feature is activated, all outgoing e-mail will be held on the IIJ Secure MX gateway server for a predetermined period of time. The server then automatically sends a hold notice to the sender, which includes the message's recipients, subject, and scheduled send time, along with other information. The sender then has a chance to confirm that the addresses are correct based on that information. This prevents misaddressed e-mail from being sent.
- The sender himself can easily delete pending messages  
Each hold notification contains a link to an exclusive website for directing the handling of pending e-mail messages. The sender confirms the addresses given in the hold notice, and if there are addresses that were unintentionally included, the user can easily delete that message from the website, thus reducing administrative overhead. Users can also immediately release pending messages via the website.
- Through the auto-delete function, it is possible to enforce double checking of pending messages by the sender  
The system can be configured to automatically send the messages, or delete them, after the time limit set by the administrator is reached. When the system is configured to deleted messages automatically, all pending messages that the sender does not release via the website will be automatically deleted. This enables the customer to easily ensure that all people double check the addresses on outgoing e-mail.
- Detailed policy configuration  
The time limit for messages being held on the gateway server can be set to any number of minutes

between 5 and 60. The administrator can also configure a detailed mail-handling policy, including a white list of addresses or domains whose messages should never be held, and a filter that determines if a message should be held based on the presence of an attachment or a certain message size. In addition, administrators' have a Web interface through which they can capture detailed information logs on pending messages. Log information can include the time and date a message was sent, the sender, the address, and whether or not a pending message was sent automatically or manually, and whether or not it was deleted.

IIJ will continue to strengthen e-mail security and develop the features our customers need and want.

### **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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