For Immediate Release

IIJ to offer "Mail Sanitization Option" in the IIJ Secure MX Service

*--a cloud-based service provided primarily to local governments that sanitizes email threats
by deleting attachments and deactivating URLs--*

TOKYO—August 10, 2016—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that it will enhance the feature set of the IIJ Secure MX Service (Secure MX)—a cloud-based security measures for enterprise email systems—to include "Mail Sanitization Option" that neutralizes security threats posed by malicious email messages. The new option will be made available on October 1, 2016.

Development background

The Ministry of Internal Affairs and Communications (MIC) is calling for local governments to make radical enhancements to information security, given repeated cases of personal information leaks caused by malware infections through email. In its promotion of the Local Government ICT System Security Improvement Model as part of those enhancements, MIC recommends that, in addition to the separation of the Local Government Wide Area Network (LGWAN*) from Internet-connected networks, only sanitized emails (such as by the deletion of attachments) should be handled when working on LGWAN with emails received through the Internet. This option has been developed by IIJ as an effective service for compliance with the Local Government ICT System Security Improvement Model.

* LGWAN (Local Government WAN): Dedicated administrative networks for mutual connections among the internal networks of regional governmental entities for information sharing. Officially known as "comprehensive administrative networks."

Overview of the Mail Sanitization Option

This option begins by creating a duplicate of incoming emails. It then deletes any attachments, converts HTML messages to plain text, and deactivates URL links before the email is sent to an LGWAN-connected mail server. The original message is sent to a dedicated mailbox set up by the customer or to their Secure MX mailbox, if the customer is using the Secure MX service Mailbox Plus Option.

Functions

・Attachment deletion
・HTML to plain text conversion
・Deactivation of automatic link-clicking in the body of emails

Major Features

Verify the safety of the original message

As announced in a March 7, 2016 press release, IIJ will begin providing its web browsing service—IIJ GIO Secure Browsing Service, created in accordance with the Local Government ICT System Security

Improvement Model—in November. The combination of this service with Mail Sanitization Option, allows files attached to the original email messages to be checked for safety as well, using a system that only forwards and displays image data in a browser.

<u>Achieve stronger security measures through layered defense</u>
Even stronger security can be achieved when customers use additional optional functions together with the basic functions provided by Secure MX, including multiplexed antivirus and attachment file filters. The Sandbox Option opens attachments within a secure virtual environment to detect suspicious files based on their behavior. The webmail tool MailTAP, which can be used as a mailbox plus option, prevents damage such as malware infections by using alert functions for email spoofing. Combinations of this service and these options allow for effective one-stop measures against targeted cyberattacks and information leaks.

IIJ Secure MX's Mail Sanitization Option is suited not only to the needs of local governments but also to those of financial institutions and a variety of other enterprises and organizations that require solid security. IIJ will continue to enhance the features that it offers to provide more safe and secure messaging environments.

About IIJ
Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, Tokyo Stock Exchange TSE1: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IIJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IIJ's services include high-quality systems integration, cloud computing/data center services, security services, and Internet access. Moreover, IIJ has built one of the largest Internet backbone networks in Japan that is connected to the United States, the United Kingdom and Asia. 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.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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