



## eFax Releases its Popular iPhone and iPad Mobile Apps In Japan

*Bringing increased mobility to existing eFax subscribers in Japan, the launch reinforces eFax's continued growth and aggressive expansion into international markets*

LOS ANGELES--(BUSINESS WIRE)-- eFax<sup>®</sup>, a provider of cloud-based fax services since 1995 and a brand of j2 Global, Inc. (NASDAQ: JCOM), today announced that it has launched its popular iPhone<sup>®</sup> and iPad<sup>®</sup> mobile app in Japan. eFax is the industry's leading provider of internet fax services. j2 Global has over 2-million paid subscribers worldwide.

Released in the U.S. last year, the eFax mobile app has proven to be a popular business tool for eFax subscribers in the U.S. market. With the eFax customer base in Japan approaching 10,000 paid subscribers and growing, the eFax mobile app launch in Japan represents the company's continued focus on growth in the Japanese market. j2 Global also offers mobile apps in the U.S. for its popular eVoice<sup>®</sup> and Onebox<sup>®</sup> voice services brands.

The eFax mobile app increases worker mobility and efficiency by enabling iPhone and iPad users to create and send faxes even when there is no fax machine or PC in sight. Photos stored or taken with the iPad's camera can be sent as a fax directly from the iPhone or iPad. Faxes received can be viewed and forwarded via fax or email right from the app.

"From day one, eFax has been focused on giving individuals and businesses a more flexible, convenient, and affordable way to send and receive faxes, and mobile apps are a natural extension of that initiative," said Hemi Zucker. "The investment we are making in bringing mobile app functionality to our international customers reflects our belief that international markets represent a significant opportunity for growth of our cloud services beyond the existing customer base in the U.S."

### **About eFax<sup>®</sup>**

eFax is a brand and registered trademark of j2 Global, Inc. (NASDAQ: JCOM) and is online at [www.efax.com](http://www.efax.com).

### **About j2 Global, Inc.**

Founded in 1995, j2 Global, Inc. provides outsourced, value-added messaging and communications services to individuals and businesses around the world. With offices in eight cities worldwide, j2 Global's network spans more than 4,700 cities in 49 countries on six continents. The Company's websites appear in numerous languages, including Dutch, French, German, Spanish, English and more. Payments are accepted in currencies that include the U.S. Dollar, British Pound, Canadian Dollar, Japanese Yen, Euro, Hong Kong Dollar and more. j2 Global provides live sales and customer service support in multiple languages, including English, Spanish, Dutch, German, French, Cantonese and more. j2 Global markets its services principally under the brands [eFax<sup>®</sup>](#), [MyFax<sup>®</sup>](#), [eFax Corporate<sup>®</sup>](#), [Onebox<sup>®</sup>](#), [eVoice<sup>®</sup>](#), [Campaigner<sup>®</sup>](#), [Electric Mail<sup>®</sup>](#), and [KeepItSafe<sup>™</sup>](#). As of December 31, 2010, j2 Global had achieved 15 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit [www.j2global.com](http://www.j2global.com).

iPad and iPhone are trademarks of Apple, Inc.

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