



IIJ Global

For Immediate Release

IIJ Global Launches Cloud-based Sales Support Service, G-BASS SFA

- IIJ Global's third release in the G-BASS series of business applications in the cloud to support efficient sales activities for multi-national corporations-

TOKYO—January 29, 2013—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJL, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, and 100% owned IIJ subsidiary IIJ Global Solutions Inc. (IIJ Global)—provider of WAN services for corporate clients—today announced a new release for the new Global Business Application Service Suite (G-BASS), a suite of applications in the cloud that support mission-critical operations, this time adding a sales force automation (SFA) application to expand its service line up in the business application field. Following on the release of G-BASS ERP last June and G-BASS ERP Lite in December, IIJ Global will release G-BASS SFA on January 31, 2013.

G-BASS SFA is a sales support service that runs in the cloud on the IIJ GIO Service and includes e-Sales Manager Remix, an SFA software package produced by SOFTBRAIN Co., Ltd.. The service also includes support for implementation. G-BASS SFA provides users with a centralized point to create targets, accumulate daily reports, manage progress, and revise strategies, and other sales-related PDCA steps, while at the same time making sales activities visible and more effective. With its multi-language software and help desk support, G-BASS SFA can respond to the needs of global companies with bases overseas. This service can be quickly activated at a low cost and without the need for any server equipment located at the customer's premises. Used in conjunction with IIJ's mobile access solution and iPad or other devices, users can have access to the service even when outside the office.

Below is a list of feature highlights.

- **Flexible SFA software created in Japan**

e-Sales Manager is used by more than 1,700 companies. Its biggest advantage is that the data entry interface can be completely customized to fit the customer's needs and environment. Combining SOFTBRAIN's years of experience in SFA implementation and the expertise in global projects of IIJ Global engineers, we can optimize the client's business processes and systems to support the smooth implementation of services.

- **Supporting global sales activities**

Multilingual support (Japanese, English, Chinese and Korean) enables overseas deployment. Sales can be centrally managed from the head office. There is a bilingual support desk that can answer any questions from network issues to applications in either Japanese or English.

· **A service with the high reliability and high quality of IJ GIO infrastructure**

Since its release in 2009, IJ GIO has been adopted for more than 1,500 systems of blue-chip clients, primarily large enterprises. The highly reliable system infrastructure and high-quality service operation backed up by years of experience provide a robust and secure platform for even the most vital mission-critical application services. We isolate each customer's application environment and take many other security measures to ensure that your data is safe.

G-BASS SFA Basic Structure

Standard features	SFA	<ul style="list-style-type: none">· Schedule management, information sharing, proposal progress tracking, manager support features, contact management features, prospects management features, analysis features such as reports on revenue forecasts and orders received
	Cloud	<ul style="list-style-type: none">· We build an application environment on IJ GIO for each client· We provide a scalable operating environment that is unaffected by changes in the number of users
	Help desk	<ul style="list-style-type: none">· English or Japanese· Centralized support provided not only for applications but for the cloud and equipment provided by us as well
Optional services (charged separately)		<ul style="list-style-type: none">· Mobile devices and connection environments for sales support are also available.· Consultation provided to ensure smooth and appropriate implementation

Price

Separate quotes will be provided depending on the number of users.

IJ Global has been providing IT infrastructure services, primarily global network services, to support the global expansion of our clients. The addition of the new SFA cloud service to the ERP service allows us to better serve the needs of our clients and provides even better support for global business.

Related press releases:

<http://www.ij.ad.jp/en/news/pressrelease/2012/0511.html>

<http://www.ij.ad.jp/en/news/pressrelease/2012/1204.html>

About IJ Global

IJ Global Solutions Inc. (IJ Global) was established in September 2010 as an IJ Group company by acquisition of AT&T Japan's local Network Outsourcing service business. IJ Global provides WAN Connectivity Services and Total Network Outsourcing Services from designing to building and managing

corporate networks for enterprises. Not only limited to domestic but also offers global network services. For more information about IJ Global, visit the IJ Global Website at <http://www.ijglobal.co.jp/en/>.

About IJ

Founded in 1992, Internet Initiative Japan Inc. (IJ, NASDAQ: IJJI, Tokyo Stock Exchange TSE1: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IJ 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 cloud computing/data center services, security services, Internet access, and content distribution. Moreover, the company has built one of the largest Internet backbone networks in Japan, and between Japan and the United States. IJ was listed on NASDAQ in 1999 and on the First Section of the Tokyo Stock Exchange in 2006. For more information about IJ, visit the IJ 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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