

For Immediate Release

IIJ Establishes a Cloud Service for Sompo Japan Group's In-House Common Infrastructure System

*-- Strengthening the Group's IT Governance by Migrating Core Systems to the Cloud
for the First Time in Its Industry --*

TOKYO—July 04, 2013—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the establishment of “IIJ GIO Component Service Virtual Platform VW Series” (“IIJ GIO Virtual Platform VW Series”) for use as a common operations infrastructure by all companies in the Sompo Japan Insurance Inc. (“Sompo Japan”) Group which delivers a wide range of businesses focusing on the domestic P&C insurance business. The system migration started in February, 2013, and is being sequentially expanded to each of the Group companies.

To date, each of the companies within Sompo Japan operated its own system. Recognizing the additional cost and complexity that having separate systems entails, the group considered building a common in-house cloud service system in order to equalize security levels as well as ensure business continuity. Sompo Japan's decision to introduce the IIJ GIO Virtual Platform VW Series will result in the realization of significant cost savings compared to building an in-house system, as well as an increase in the effectiveness of its system strategy from the standpoint of security, IT governance, and cost reduction. With no in-house equipment, this migration of core systems of the Group's companies to the cloud marked a first for a P&C insurance company.

For each of the group's wide-ranging businesses, there are a variety of necessary business systems. One of the biggest reasons for choosing IIJ is that, with the IIJ GIO Virtual Platform VW Series, a smooth system migration of the Group's companies is possible, because the system can be freely designed and constructed in the cloud to meet customers' demands.

In addition, Sompo Japan was already using IIJ's security service, so IIJ's service quality and reliability were already well-known and highly praised by the Group.

IIJ will continue to actively provide the best solutions to meet the diverse requirements of enterprise systems.

About IIJ GIO Virtual Platform VW Series

The IIJ GIO Virtual Platform VW Series is a service that provides a dedicated VMware virtualization environment to enterprise customers using IIJ's cloud service, IIJ GIO. This service enables customers to freely design and construct an OS and applications on a virtualized platform, making it easy to build a cloud-based system that meets their operating environment needs and other conditions, i.e., a customized private cloud on demand without the need to buy servers and storage space.

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 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. 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.

For inquiries, contact:

IIJ Corporate Communications

Tel: +81-3-5259-6310 E-mail: press@iij.ad.jp

URL: <http://www.iij.ad.jp/en/>