

For Immediate Release



IIJ America Announces Change of President and CEO

Tokyo—April 1, 2014—IIJ America Inc., Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, Tokyo Stock Exchange TSE1: 3774)'s 100% owned subsidiary, today announced the appointment of new President and CEO, effective April 1, 2014.

(1) Appointed New President & CEO (as of April 1, 2014)

New Title	Name	Former Organization, Title
President & CEO	Kokichi Matsumoto	Executive Officer In charge of Marketing Division, IIJ

Former President & CEO, Koichi Kobayashi is leaving the company to become the President & Representative Director of hi-ho Inc. as of April 1, 2014.

(2) Short bio of the new President & CEO, Kokichi Matsumoto

Name	Kokichi Matsumoto	
Date of Birth	February 14, 1960	
Career	Jul. 2009	Jointed IIJ Technology Inc. Division Director of Solutions Business Marketing Division
	Nov. 2010	Executive Officer In charge of Marketing Division, IIJ
	Apr. 2014	President & CEO, IIJ America Inc. (current post)

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 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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