

For Immediate Release

Briscola and IIJ Form Strategic Alliance in M2M Solutions Market

-- Providing M2M platform for a solar monitoring system of Asahi Denshi as first step --

TOKYO—February 25, 2014— Briscola Inc.(Briscola), the only cloud-based business planning and development company in Japan, and Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the formation of an alliance in the area of cloud-based M2M (machine to machine) technology. Briscola will use its expertise in the design and development of sensor-driven cloud platforms to build and supply M2M platforms on the IIJ GIO cloud service, and IIJ will provide a complete infrastructure environment: from IIJ GIO cloud services connected directly to Japan's largest Internet backbone network, to mobile data communications services tailored for M2M applications. The two companies will leverage their individual strengths, as well as the advantages of cloud computing, to support their joint construction and operation of high-speed cloud-based M2M systems for their clients.

In the first project through this alliance, Briscola and IIJ have built a proof-of-concept environment for a solar monitoring system for Asahi Denshi Co., Ltd. (Asahi Denshi). Asahi Denshi's High-efficiency Solar Power System Monitoring Data Cloud R&D Project has started in October 2013. The low-cost solar power management system aims to optimize power generation efficiency and enable monitoring by multiple power producers.

In this proof-of-concept project, Briscola built the system for collecting and monitoring data using Neoale solar power monitoring sensors mounted on solar panels, while IIJ provided its IIJ GIO service and network environment as the system infrastructure. Full operation is scheduled to begin in July 2014. Neoale are sensors developed by Asahi Denshi as monitoring devices for solar power generation, measuring current and voltage in real time, and quickly detecting defective modules.

Briscola plans to develop this monitoring system as an M2M open platform for the energy sector, and IIJ intends to continue cooperating by providing the necessary infrastructure. Briscola is scheduled to present the results of the project at the PV EXPO 2014 7th International Photovoltaic Power Generation Expo, in Japan starting February 26, 2014.

Event Information

Exhibition Title	PV EXPO 2014 - 7th Int'l Photovoltaic Power Generation Expo
Dates/ time	February 26[Wed] - 28[Fri], 2014 10:00 - 18:00 (until 17:00 on February 28)
Venue	Tokyo Big Sight
Stall location	E42-12

Briscola and IIJ will continue to apply their individual strengths to develop solutions for the M2M market.

Endorsement from Asahi Denshi Co., Ltd.

Asahi Denshi welcomes the cooperation between Briscola Inc. and Internet Initiative Japan Inc. in the M2M field. Right now in Fukushima Prefecture, we are making great strides in the field of renewable energy, with the aim of creating a society that is safe, secure, sustainable development potential, free from nuclear power. In the current fiscal year, our company has developed the Neoale Str monitoring device for solar power generation. We plan to supply systems making it possible to oversee the status of power generation at the panel and string level. The cloud is indispensable for effectively gathering, measuring, compiling and analyzing all the data transmitted by the sensors and devices used in nuclear power generation. We warmly welcome the M2M platform provided by Briscola, with its wealth of experience in cloud computing and Internet of Things (IoT) / M2M and IIJ, with its strengths in network services, cloud platforms and operations technology. In Fukushima itself, we are developing advanced products for the advancement of sustainable energy, as one element of the solutions to global environmental problems. At the same time, we seek to contribute to the broadening of related industries, and the creation of new employment opportunities.

Asahi Denshi Co., Ltd.

Toshio Kanno, President

About Briscola

Briscola Inc. is the only cloud-based business planning and development company in Japan. Briscola engages in the formulation of business strategies based on advanced cloud technologies (big data / analytics, IoT/M2M, sensor cloud, machine learning, etc.), cloud strategy consulting in support of innovation (Cloud FrontiEra), analysis of the effectiveness of corporate clients' own cloud strategies (Cloud Insight). It also provides other cloud services such as the Concord global cloud data alliance, for the effective and efficient realization of hybrid cloud environments.

For more information, see <http://www.briscola.co.jp/> (Japanese only).

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 of companies provide total network solutions that mainly cater to high-end corporate customers. IIJ's

services include high-quality systems integration and cloud computing/data center services, security services, Internet access. Moreover, IJ has built one of the largest Internet backbone networks in Japan that is connected to the United States, the United Kingdom and Asia. 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.

For inquiries, contact:

Briscola Corporate Communications

Tel: +81-3-6441-2614 E-mail: press@briscola.co.jp

URL: <http://www.briscola.co.jp/> (Japanese only)

IJ Corporate Communications

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

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