

For Immediate Release



IIJ Global

IIJ Global Constructs a Video-Conferencing System
Linking Japan and Overseas Offices of SMBC Consumer Finance

TOKYO—March 18, 2014—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, 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 that IIJ Global provided a managed video conferencing service known as "COLLABO de! World", global VPN services, and a monitoring service to SMBC Consumer Finance Co., Ltd. (SMBCCF) to form their core video-conferencing system. Currently, SMBCCF has already introduced their video-conferencing system into ten locations that include seven subsidiaries in China, one each in Taiwan and Thailand, as well as the headquarters in Japan, and together with business expansion, additional introducing will be positively considered.

Until now, SMBCCF has shared information through one-on-one conference calls with each individual overseas subsidiary. Business meeting through audio/phone conference sometimes created communication barriers, coupled with the fact that voices are often hard to hear due to the status of communication lines between countries. As SMBCCF was being brought under the Sumitomo Mitsui Financial Group umbrella and was rapidly expanding globally, methods were examined that would allow smooth and clear communication between multiple locations at the same time. As a result, SMBCCF decided to eliminate one-on-one conference calls in favor of introducing a video-conferencing system that would enable simultaneous connection to multiple overseas subsidiaries.

SMBCCF sought the following conditions for system introduction:

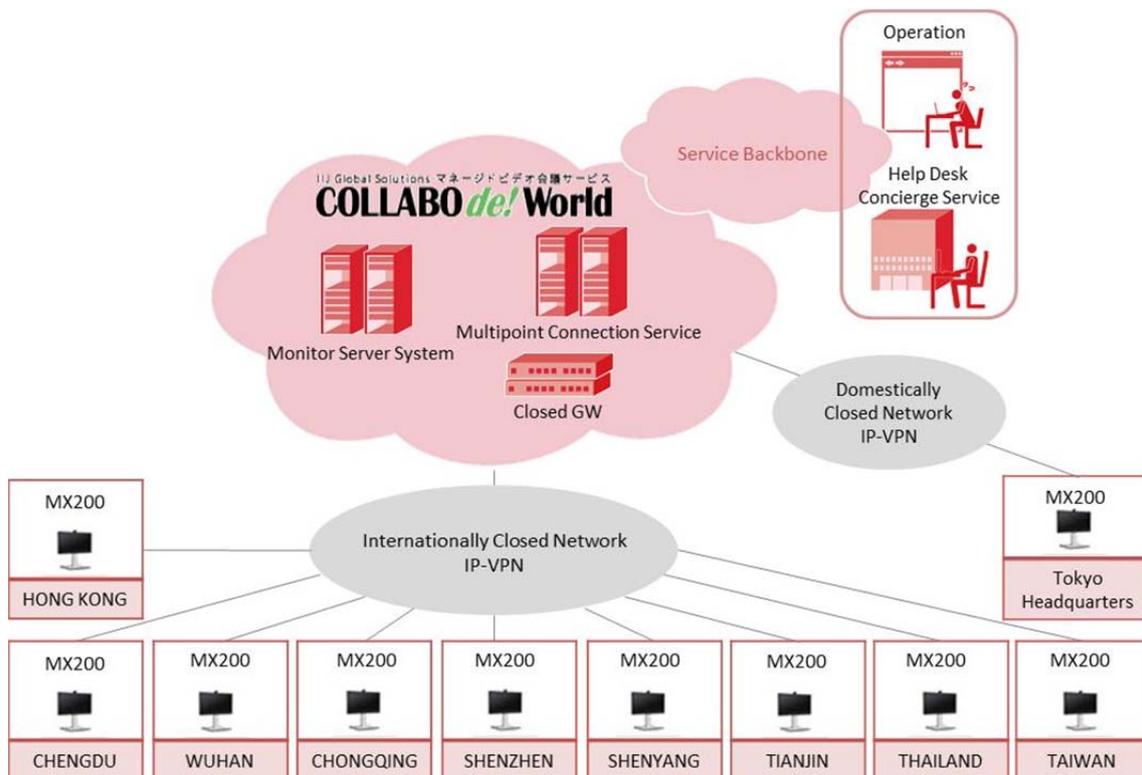
- (1) Separate from the in-house network, and able to use a fixed-line, stable network with high communication quality
- (2) Able to outsource all aspects of the system including line installation, operation, and user support
- (3) Able to flexibly adapt to future expansions in a number of locations
- (4) Able to curb the initial investment cost as much as possible.

As a solution to satisfy these four conditions, SMBCCF introduced a system consisting of IIJ Global's "COLLABO de! World," the global network outsourcing service "Global NOS," and the cloud system integrated monitoring services "COSMO."

As a result of introducing a video-conferencing system that improves communication and reinforces relationship through close interaction, not only has information sharing during regular meetings with overseas offices become more substantive, but the number of active meeting participants has risen as well. The effects brought about by face-to-face communication have been highly praised even within SMBCCF, and as such, the uses for video conferencing have expanded to personnel interviews for employees stationed in remote locations.

IIJ Global will continue to actively propose systems that support the globalization and streamlining of our customer's businesses.

Image of Video Conferencing System Introduction



(*) MX200: Cisco Telepresence MX200

http://www.cisco.com/c/en/us/products/collateral/collaboration-endpoints/telepresence-mx-series/vds_mx200.html

About IIJ Global

IIJ Global Solutions Inc. (IIJ Global) was established in September 2010 as an IIJ Group company by acquisition of AT&T Japan's local Network Outsourcing service business. IIJ 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 IIJ Global, visit the IIJ Global Website at <http://www.iijglobal.co.jp/en/>.

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 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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