

For Immediate Release



hi-ho Announces Executive Appointments

Tokyo—April 1, 2014—hi-ho Inc., Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJ, Tokyo Stock Exchange TSE1: 3774)'s 100% owned subsidiary, today announced the following executive appointments, effective April 1, 2014.

Title	Name	Duties
Chairman and Representative Director	Koichi Suzuki	(Chairman and CEO of IIJ)
President and Representative Director (Newly-appointed)	Koichi Kobayashi	
Director	Junichi Shimagami	(Executive Managing Officer of IIJ)
Director	Naoshi Yoneyama	(Executive Officer of IIJ)
Company Auditor	Chiaki Furuya	(Company Auditor of IIJ)

Former Executive Vice President, Fumiyoshi Murayama and former Director, Koji Miyagawa retired from the post as of April 1, 2014.

(Notes) Short bio of the new President, Koichi Kobayashi

Name	Koichi Kobayashi	
Date of Birth	July 1, 1957	
Career	Jan. 1996	Jointed Internet Initiative Inc.
	Apr. 2004	Deputy Division Director of Sales Division
	Apr. 2007	President & CEO, IIJ America Inc.
	Apr. 2014	President & Representative Director, hi-ho Inc. (current post)

About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJ, 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.

For inquiries, contact:

IIJ Group Corporate Communications

Tel: +81-3-5205-6310 E-mail: press@iij.ad.jp URL: <http://www.iij.ad.jp/en/>