

For Immediate Release

IIJ Announces Two New Lineups to the IIJ Mobile Service/Type D: Fixed fee plan Lite and Fixed fee plan Lite:1year

-- Low-priced SIM cards with data communications up to 256 kbps for corporate customers --

TOKYO—March 31, 2014—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIIJ, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that it is launching two new lineups, a Fixed fee plan Lite and a Fixed fee plan Lite:1 year, as part of the IIJ Mobile Service/Type D for corporate customers. The two new lineups, set to begin on April 1, 2014, provide low-priced, dedicated SIM cards for mobile data communications.

IIJ Mobile Service/Type D is a data communications service for corporate customers, which uses NTT DOCOMO's LTE/3G network. The Fixed fee plan Lite is a monthly plan, while the Fixed fee plan Lite:1 year is an annual plan. Both plans offer a SIM card capable of transmitting data at up to 256 kbps.

Recently, the use of smart devices such as smartphones and tablets continues to increase among corporations. Considering the circumstances, IIJ expands its lineup of solutions for meeting the need to hold down monthly data costs while also utilizing smart devices as business tools. By inserting IIJ's Mobile Service SIM card into their smart devices, customers can send and receive data, while also keeping monthly transmission costs low.

■Plan and Pricing

- Fixed fee plan Lite

Registration Fee	Monthly Fee
JPY 3,000	JPY 900

* A separate Universal Service fee also applies.

* Prices shown do not include tax.

* Minimum usage period is 1 month.

* SIM cards with SMS functions require an additional SMS fee of JPY 140 plus JPY 3 per message sent (for domestic messages) over and above the monthly fee.

* If 366MB or more of transfers go through one connection over a three-day period, transfer speeds may be reduced for 24 hours from the next day as compared to other connections.

- Fixed fee plan Lite:1 year

Annual Fee	Renewal Fee (starting the 2 nd year)
JPY 13,000 (includes registration fee)	JPY 10,000

* The Universal Service fee is included in the annual fee and renewal fee.

* Prices shown do not include tax.

* There is no minimum usage period.

* SMS functionality is not available for SIM cards with the Fixed fee plan Lite:1 year.

* If 366MB or more of transfers go through one connection over a three-day period, transfer speeds may be reduced for 24 hours from the next day as compared to other connections.

Going forward, IIJ will continue to roll out services that answer the needs of corporate customers seeking mobile solutions.

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.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.

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