

For Immediate Release

IIJ launches a trial environment for the IIJ Smart Metering Service for B-route

TOKYO—June 16, 2015—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that it has launched "IIJ Smart Metering Service for B-Route" on a trial basis for electricity retailers and M2M and IoT solution providers to test a system platform for offering services that utilize smart meters. IIJ announced the development of this platform in a press release issued on February 19, 2015 *.

* For more information, see this announcement: <http://www.ij.ad.jp/en/news/pressrelease/2015/0219.html>

There are two communications routes used with smart meters that electric power companies (called "general electricity utilities") are increasingly having installed in homes and offices: "A-Route," which is employed by general electricity utilities, and "B-Route," which allows the acquisition of electricity data at shorter intervals and in fine detail. By using the B Route, smart meters become electric power sensors installed at individual residences. It is expected that combinations of B-Route-collected data and other sensor data will create new services and businesses that employ M2M and IoT.

Already, a total of 10 customers—including KOKUSAI KOGYO CO., LTD. and TEN FEET WRIGHT INC.— plan to use the new trial environment. The use of this trial environment—by both electricity retailers and companies aiming to develop new services that employ meter data—will take advantage of the opportunity that the liberalization of electricity retailing presents and will lead to the creation and growth of new markets. IIJ continues to accept applications to use the trial environment.

System Configuration of IIJ Smart Metering Service for B-route

SA-W1		A service adaptor product that collects real-time meter data from smart meters and communicates with an associated cloud system
PMS (Power Metering System)	Service Adaptor Control Manager (SACM)	A management system that enables the remote, centralized management of the SA-W1
	Meter Data Management System (MDMS)	A cloud-based automated metering system for collecting, storing, and managing meter data

Application guideline for the trial environment

Application Period	June 16, 2015 (Tue.) to March 31, 2016 (Tue.)
Eligible Customers	<ul style="list-style-type: none">- Companies currently conducting business relating to electric power or energy, or considering doing so- Companies considering business that employs smart meters
Service Area	Within Japan
Description	PMS, SA-W1, and Wi-SUN USB dongle (device connected to smart meters) 10 units
Service Period	Three months from the commencement of trial usage
Cost	Charge-free
Conditions	Must provide feedback, comments, and suggestions for improvements to the service, both during and after the trial period

IIJ will demonstrate the service at Smart Community Japan 2015, which will be held from June 17.

Exhibition	Smart Community Japan 2015
Dates	June 17, 2015 (Wed.) to 19 (Fri.), 10:00 am to 5:00 pm
Venue	Tokyo Big Sight, East Hall
IIJ's Booth No.	PPS-05

In the run-up to the liberalization of electricity retailing in fiscal year 2016, IIJ will continue to support the early launching of new businesses that employ B-Route, as well as to develop low-cost, high-efficiency platforms.

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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