

For Immediate Release

**IIJ to Release the “Japan Travel SIM” a 1GB Prepaid SIM Card
for Foreign Visitors to Japan from July 9**

--Delivering even greater convenience by allowing additional charging of data transmissions capacity through "IIMio Coupon Cards"--

TOKYO—July 3, 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 is expanding its “Japan Travel SIM” lineup to offer a 1GB (30 days) edition. Japan Travel SIM is a prepaid SIM card that provides a mobile data communications service for foreign visitors and people temporarily returning to Japan. IIJ will release the new edition on July 9, 2015.

Starting that same day, customers will be able to add data transmissions capacity to their Japan Travel SIM cards using dedicated recharging cards—“IIMio Coupon Cards” (available in 500MB and 2GB sizes).

Japan Travel SIM (1GB/30 days)

Japan Travel SIM is a packaged, ready-to-use SIM card that includes an allotment for high-speed data volume. Customers can easily start data transmissions just by inserting the SIM card into their SIM-lock-free device and completing the configuration of the device itself. In addition to the 2GB (3 months) edition now on sale, IIJ will offer a 1GB (30 days) edition that is perfect for those staying in Japan for short periods.

Service Description

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| Service Name | Japan Travel SIM | |
| Types | 1GB (30 days) | 2GB (3 months) |
| High-speed data volume | 1GB | 2 GB |
| Usage period*1 | 30 days, inclusive of the day of the first transmission | Until the end of the 3 rd month after the day of the first transmission |
| Sales Price | Open Pricing | Open Pricing*2 |
| Data add-on*3 | Possible | |
| Transmission speed (LTE areas)*4 | Download up to 225Mbps / Upload up to 50Mbps | |
| Network | NTT DOCOMO LTE and 3G areas within Japan | |
| SIM card types | Standard SIM, microSIM, nanoSIM | |
| Languages | <ul style="list-style-type: none"> •Package: Japanese, English, Chinese (simplified) •Instructions: Japanese, English, Chinese (simplified and traditional), Korean, Thai •Service site(https://t.iijmio.jp/en/): Japanese, English, Chinese (simplified and traditional), Korean, Thai •Phone support: Japanese, English, Chinese 365 days a year, 9:00 a.m. to 7:00 p.m. JST | |

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| Sales channel | See the service site (https://t.iijmio.jp/en/) |
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- *1 The period cannot be extended nor the service switched to a monthly plan. Data volume cannot be added to SIM cards that have exceeded the term of use.
- *2 The “IIJmio Prepaid Pack,” intended for residents of Japan, is JPY 3,791 (plus tax).
- *3 Additional data can be purchased using an IIJmio Coupon Card or a Brastel Card. The method of adding data transmissions capacity differs by service, so please check the respective web page:
 - IIJmio Coupon Card: <https://s.iijmio.jp/couponcard/> (only in Japanese language)
 - Brastel Card: <http://brastel.com/eng/japantravelsim/>
- *4 Transmission speeds may vary, based on the device used. Outside LTE areas, 3G transmissions are possible.
- * SMS and voice functionality cannot be added to Japan Travel SIM cards

■ How to use the Service

- ① Insert a SIM card into your device.
 - ② Configure a mobile network such as APN setting on your device, and it is ready to use.
- * Packaged SIM cards are ready to use and do not need to be activated.

■ Special bonus for the BIC SIM Japan Travel Package

The “BIC SIM Japan Travel Package” (1GB and 2GB) version of Japan Travel SIM sold at BIC CAMERA Group stores—BIC CAMERA, Kojima, and Sofmap—provides a discount coupon which can be used at all BIC CAMERA Group stores.

IIJmio Coupon Card

The IIJmio Coupon Card is a dedicated card for recharging the high-speed data transmissions capacity of SIM cards. Previously, these cards could be used with SIM cards for the “IIJmio High-Speed Mobile/D Service” monthly data and voice plan or with those that come with the data-only “IIJmio Pre-Paid Pack”—both marketed to residents of Japan. By making the cards usable with Japan Travel SIM, IIJ is making it easier for customers who are visiting Japan from overseas or who are returning to the country temporarily to add data transmissions capacity to their SIM cards.

Service Description

| Service Name | IIJmio Coupon Card 1500 | IIJmio Coupon Card 3000 |
|------------------------|-------------------------|-------------------------|
| Price (tax-exempt) | JPY1,500 | JPY3,000 |
| High-speed data volume | 500MB | 2GB |

- * The IIJmio Coupon Card by itself cannot be used for data transmissions. A SIM card from the IIJmio High-Speed Mobile/D Service, from the IIJmio Pre-Paid Pack, or from Japan Travel SIM, each sold separately, is required.
- * IIJmio Coupon Cards are valid for six months from the date of purchase.
- * The usage period for Japan Travel SIM cannot be extended, even by charging with an IIJmio Coupon Card.

■ Lawson Only: IIJmio Coupon Card 20% Bonus Campaign

IIJmio Coupon Cards on sale at Lawson convenience stores throughout Japan will come with a bonus of 20% extra data transmissions.

- ① Campaign Period: July 7, 2015 (Tue.) through August 31, 2015 (Mon.)
- ② Campaign Details: All customers who purchase an IIJmio Coupon Card on sale at any Lawson store nationwide and recharge their SIM card during the campaign period will receive 20% more than the usual data transmissions capacity.

*If customers recharge after the end of the campaign period, they will not receive any bonus data transmissions capacity.

IIJ will continue to provide highly convenient services so that customers can enjoy comfortable mobile lives.

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.

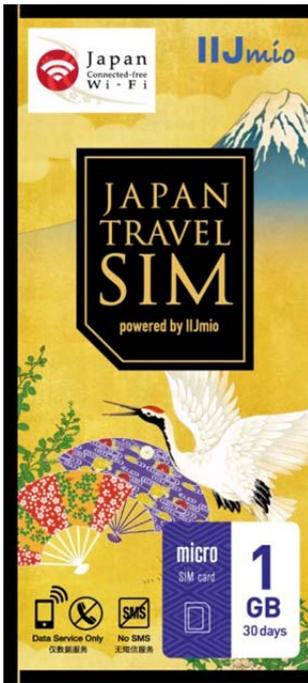
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- Image of the general packaging for the Japan Travel SIM (1GB edition)



- Images of the packaging and discount coupon for the BIC SIM Japan Travel Package (1GB edition)

