

*For Immediate Release*

**IIJ to Increase Data Volumes in the IIJmio High-speed Mobile/D Service**

*-- Service to be enhanced for all fee plans, while monthly fees to remain unchanged;  
 Family Plan greatly increased in volume from 7GB to 10GB per month --*

TOKYO—March 10, 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 enhancing its “IIJmio High-speed Mobile/D Service” for individuals. Starting April 1, 2015, IIJ will increase the data volumes for high-speed data transmissions, named “Bundle Coupons” in all fee plans.

The “IIJmio High-speed Mobile/D Service” offers a low-cost SIM card compatible with NTT DOCOMO’s LTE and 3G networks. IIJ will enhance the high-speed data volume that will be distributed on the first day of every month, up to a maximum of 10GB (in the Family Share Plan)—without raising monthly fees. These increases will enable customers to enjoy IIJ’s convenient mobile data communications services with even greater value for their money.

**Monthly Fees and Bundle Coupons**

Plan name	Minimum Start Plan	Light Start Plan	Family Share Plan
SIM with voice functionality	JPY1,600	JPY2,220	From JPY3,260
SIM with SMS functionality	JPY1,040	JPY1,660	From JPY2,700
Data-dedicated SIM	JPY900	JPY1,520	JPY2,560
Current data volume (until March 31, 2015)	2GB	4GB	7GB
<b>Data volume starting April 1, 2015</b>	<b>3GB</b>	<b>5GB</b>	<b>10GB</b>

\* Prices shown do not include tax.

\* The high-speed data volume for the first month of use is allocated on a prorated-by-day basis.

\* Left-over data volume can be rolled over until the end of the following month.

IIJ will continue its efforts to provide stable mobile data communications service while meeting its customers’ demands.

## ■ IIJmio High-speed Mobile/D Service Basic Specifications (April 1, 2015 Onward)

Plan name		Minimum Start Plan	Light Start Plan	Family Share Plan
SIM package price		JPY3,000		
Monthly fees	SIM with voice functionality*1	JPY1,600	JPY2,220	From JPY3,260
	SIM with SMS functionality	JPY1,040	JPY1,660	From JPY2,700
	Data-dedicated SIM	JPY900	JPY1,520	JPY2,560
	Voice Options*2	Voice mail	JPY300	
Call waiting		JPY200		
<b>Bundle Coupons (High-speed data volume)</b>		<b>3GB/month</b>	<b>5GB/month</b>	<b>10GB/month</b>
Domestic telephone charges		JPY20 per unit (one unit=30 second)		
Number of SIM cards		1		Maximum of 3
Transmission speeds (LTE area)		<ul style="list-style-type: none"> <li>· With a coupon: Download up to 150Mbps, Upload up to 50Mbps</li> <li>· Without a coupon: Up to 200 kbps</li> </ul>		
Limits on data volume of usage at slow speed based on most recent three days		366MB *3		

\* Prices shown do not include tax.

\*1 If canceling a SIM card with voice functionality within 12 months from purchase, a voice functionality cancellation fee ((12 months - number of months used with the first month of use considered 0 months) × JPY1,000 (plus tax)) will be incurred.

\*2 Only selectable if using a SIM with voice functionality

\*3 Transmission speeds may be restricted in cases in which a Bundle Coupon (high-speed data volume) has not been applied, transmission speeds have been at a maximum of 200kbps, and the transmission volume for the most recent three days has exceeded 366MB. Transmission speeds may be restricted when a Bundle Coupon is applied.

## ■ 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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