

For Immediate Release

IIJ to Announce A New Lineup: IIJ Mobile Service/Type K

TOKYO—March 26, 2015—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the addition of "IIJ Mobile Service/Type K"—a mobile data communications service that uses KDDI's au 4G LTE network—to its "IIJ Mobile Service" line of high-speed mobile data communications services for enterprise-class customers. IIJ will begin receiving orders for Type K on April 1, 2015.

Previously, IIJ has offered series of IIJ Mobile Service compatible with two carriers: Type D, which uses NTT DOCOMO's LTE/3G networks, and Type E, which uses Ymobile's 3G/HSPA+ service. With the addition of Type K to the IIJ Mobile Service lineups, IIJ will be the first in Japan to deliver an LTE multi-carrier MVNO service through a Layer-2 connection (By IIJ's investigation). Customers will be able to choose the optimal mix of carriers and expect to enjoy numerous benefits for multiple carriers, including improved connectivity through complementary coverage areas, data-sharing among Type D and Type K which can be utilized as a backup line and activate line, and fallback access to another carrier's network during outages.

Services offered through IIJ Mobile Service/Type K

Plan name	Fixed fee plan L	Fixed fee plan Lite	Fixed fee plan Lite: 1 year
Description	High-speed data communications standard plan	JPY900 per month entry-level plan	A plan for purchasing a full year in bulk
High-speed data volume	7GB per month	3GB per month	3GB per month
Minimum contract	2 years	1 month	N/A
Initial fee	JPY3,000		
Monthly fees	JPY5,500	JPY900	JPY10,000 per year (paid as a lump-sum)
Transmission speeds	Download 75Mbps / Upload 25Mbps *If high-speed data traffic during a month exceeds the amount specified in the plan, upload and download transfer speeds will be reduced to a maximum of 256 kbps.		
Network	au 4G LTE area No service is available in 3G areas.		

(*) Prices shown do not include tax.

(*) In addition to the monthly fees, a separate universal service charge will be incurred. Fixed fee plan Lite: 1 year includes the

universal service charge in the yearly price.

(*) Rental communications devices are available for Fixed fee plan L. USB stick: JPY900/month, Mobile Wi-Fi router: JPY950/month. Customers must use their own data transmissions cards or other compatible devices to use Fixed fee plan Lite or Fixed fee plan Lite: 1 year.

(*) With Fixed fee plan Lite and Fixed fee plan Lite: 1 year, unused data traffic under the 3GB maximum can be rolled over to the next month, adding the unused high-speed traffic allowance from the previous month to the next month's allowance. Fixed fee plan Lite also has options for increasing the high-speed data traffic volume (up to a maximum of 3GB extra, for a total of 6GB).

(*) Please refer to the IJ website for the various restrictions and limitations on each plan.

Additionally, Fixed Global IP Address Assignment Plan L—which provides a fixed global IP address—or Fixed fee plan L can be combined with "IJ Mobile Biz+ Service" to permit connections only to traffic destinations necessary for business.

Fixed Global IP Address Assignment Plan L

Initial fee	JPY10,000
Monthly fees	JPY13,200

(*) Prices shown do not include tax.

(*) In addition to the monthly fees, a separate universal service charge will be incurred.

(*) Rental communications devices are available. USB stick: JPY900/month, Mobile Wi-Fi router: JPY950/month

IJ Mobile Biz+ Service

Summary	This service limits the destinations for traffic from devices, blocking access to sites not necessary for work. Up to five locations can be set as permitted traffic destinations. The connections covered by the contract can be managed and set up using a web-based interface.
Initial fee	JPY10,000 /contract
Monthly fees	JPY300/account
Applicable plans	IJ Mobile Service/Type K Fixed fee plan L

(*) Prices shown do not include tax.

Data-sharing Option (Fixed fee plan L)

This option allows subscribers to share the total volume of data available across different Type D and Type K Fixed fee plan L subscriptions. The 7GB of high-speed data traffic available per connection can be shared with other connections, with the total high-speed data traffic volume equal to 7GB multiplied by the number of connections to which the data-sharing option has been applied. Customers can take advantage of the data-sharing option among Type D and Type K subscriptions, irrespective of type. With this option, if one connection has exceeded its monthly 7GB of high-speed data traffic, then, as long as the high-speed data traffic quota has not been reached on another line, both connections can continue to be used at high-speed.

(*) If a connection exceeds 10GB of high-speed data traffic in a month, then uplink and downlink speeds will be restricted to maximums of 256kbps until the end of that month regardless of whether the subscriber has applied for this option.

Initial fee	JPY20,000
Monthly fees	JPY0
Applicable plans	1. IJ Mobile Service/Type D Fixed fee plan L

	<p>2. IIJ Mobile Service/Type K Fixed fee plan L</p> <p>Data-sharing Option can be requested when there are more than five types of connections in total.</p>
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(*) All prices listed above exclude applicable taxes.

Type K Startup Promotion

Special benefits	<p>1. For new subscribers to Type D Fixed fee plan L and Type K Fixed fee plan L</p> <ul style="list-style-type: none"> - an initial fee of JPY0 (usually JPY20,000) - registerd fee of JPY0 (usually JPY3,000) - monthly fees of JPY3,500 (usually from JPY6,300) <p>2. For customers who create redundant configurations of Type D and Type K subscriptions in combination with IIJ SMFsx Service</p> <ul style="list-style-type: none"> - Six months of mobile service provided free
Promotion period	From March 26 until June 30 2015.

For details, terms, and conditions of the campaign, please refer to the following site:

http://www.ij.ad.jp/svcsol/campaign/mobile_201503.html (Japanese language only)

IIJ will continue to provide the high-value-added services that only an MVNO can supply to meet the ever more diverse needs of corporate mobility.

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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