

For Immediate Release

**IIJ to Sell “Japan Travel SIM,” a Prepaid SIM Card for foreign visitors,
at the stores in JR Tokai Stations**

TOKYO—November 21, 2016—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, announced that today it will begin selling its prepaid SIM card package, Japan Travel SIM, which provides a mobile data communications service for foreign visitors and people temporarily returning to Japan at 14 stores located along JR Central line between Tokyo and Shin-Osaka stations. Sales will start today at the stores which are operated by Tokai Kiosk Company.

Japan Travel SIM is a packaged, ready-to-use, data-only SIM card that includes an allotment for high-speed data transmissions. Customers can easily start data communications by simply inserting the SIM card into their SIM-free device and configuring the settings, and then registering their personal information (name, date of birth, nationality, and passport number).

Sales Overview

– Service Description

Service name	Japan Travel SIM	
Types	1GB (30 days)	2GB (3 months)
High-speed data volume	1GB	2 GB
Usage period (*1)	30 days from the activation	Until the end of the third month from the activation
Sales price (*2)	JPY3,000 (tax included)	JPY4,000 (tax included)
Sales locations	See below	
Data add-on	Possible	
Transmission speed (LTE Areas) (*3)	Download up to 375 Mbps / Upload up to 50 Mbps	
Network	NTT DOCOMO LTE and 3G areas in Japan.	
SIM card types	microSIM, nanoSIM	
Languages	<ul style="list-style-type: none"> •Packages: Japanese, English, Chinese(simplified) •Instruction: Japanese, English, Chinese(simplified and traditional), Korean, Thai •Web site: https://t.iijmio.jp/en/ Japanese, English, Chinese(simplified and traditional), Korean, Thai •Phone support: Japanese, English, Chinese 9:00 am to 7:00 pm JST, 365 days a year, 	

*1 No extensions of the usage period or transitions to monthly plans available. Data transmissions capacity cannot be added to SIM cards whose usage period has expired.

*2 Prices at Tokai Kiosk Company

*3 Speeds shown are the maximum for the technological standards used. Actual transmission speeds may vary based on the device used. Outside LTE areas, 3G transmissions are available.

* Japan Travel SIM cards can only be used for data communications. SMS and voice functionality are unavailable for these SIM cards.

- Sales locations as of November 21, 2016

Prefecture	Station	Location name
Tokyo	Tokyo Station	Grand Kiosk Tokyo Bellmart Marunouchi Central Building
	Shinagawa Station	Grand Kiosk Shinagawa
Kanagawa	Shin-Yokohama Station	Grand Kiosk Shin-Yokohama
	Odawara Station	Bellmart Odawara
Shizuoka	Atami Station	Bellmart Atami
Aichi	Nagoya Station	Grand Kiosk Nagoya Gift Kiosk Nagoya (north Shinkansen gate)
Mie	Iseshi Station	Bellmart Iseshi
Gifu	Takayama Station	Bellmart Takayama
Kyoto	Kyoto Station	Bellmart Kyoto, Grand Shop Kyoto
Osaka	Shin-Osaka Station	Bellmart Shin-Osaka, O•MIYAGE-YA

- Using the Service

1. Insert the SIM card in the device with which it will be used.
2. Configure the device for the mobile network (including APN)
3. When a web browser is launched, a user registration page will be displayed. The service can be used immediately once the necessary information is registered (name, date of birth, nationality, passport number)

- Images



[Store display]



[Packaging]

IIJ will continue to strive to make it even more convenient for foreign visitors and people temporarily returning to Japan to use Internet services.

*All company names and service names used in this press release are the trademarks or registered trademarks of their respective owners.

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 to 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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