

For Immediate Release

**IIJ to Sell “Japan Travel SIM”, a Prepaid SIM Card at Convenience Stores
in JR East Stations**

TOKYO—January 15, 2016—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 will begin selling its Japan Travel SIM package at 70 NewDays convenience stores operated in rail stations by JR East Retail Net Co., Ltd. along the JR Yamanote Line. The package contains a prepaid SIM card that provides a mobile data communications service for foreign visitors and people temporarily returning to Japan. Sales at these stores will begin January 19, 2016.

Japan Travel SIM is a ready-to-use SIM card package that includes an allotment for high-speed data volume. Customers can start data communications by simply inserting the SIM card into their SIM-free device and configuring the device to use the card.

Japan Travel SIM service description at NewDays

Service Name	Japan Travel SIM	
Types	1GB (30 days)	2GB (3 months)
High-speed data Volume	1GB	2GB
Usage Period (*1)	30 days, inclusive of the day of the first transmission	Until the end of the 3rd month after the day of the first transmission
Sales Price (*2)	JPY3,000 (tax included)	JPY4,000 (tax included)
Sales locations	See the attachment.	
Additional Data Transmission Capacity	Possible (*3)	
Transmission Speed (LTE areas) (*4)	Download up to 225Mbps / Upload up to 50Mbps	
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 • 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. JTS 	

*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 Prices at NewDays.

*3 Additional data transmission capacity can be purchased using an IIJmio Coupon Card or a Brastel Card. The term of use cannot be extended by adding data capacity. Methods for adding data transmission capacity differ 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 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 transmission. SMS and voice functionality are unavailable for these SIM cards.

- How to use the service

1. Insert a SIM card into the device.
2. Data communications can be used immediately after APN and other mobile network settings have been configured on the device.

* The SIM card contained in this package is already activated for data communications, so no activation procedures are required.

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

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 the 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.iij.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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(Attachment)

List of sales locations along the JR Yamanote Line as of January 15, 2016

Akihabara Station

Ebisu Station

Gotanda Station

Hamamatsucho Station

Harajuku Station

Ikebukuro Station

Komagome Station

Meguro Station

Mejiro Station

Nishi Nippori Station

Okachimachi Station

Osaki Station

Otsuka Station

Shibuya Station

Shinagawa Station

Shinjuku Station

Sugamo Station

Tabata Station

Takadanobaba Station

Tamachi Station

Tokyo Station

Ueno Station

Uguisudani Station

Yoyogi Station

Yurakucho Station