

For Immediate Release

IIJ to Sell Four Devices, including the VAIO Phone Biz through IIJ Mobile Supply Service

TOKYO— May 12, 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 has added the SIM-free VAIO Phone Biz smartphone from VAIO, featuring Windows 10 Mobile through its IIJ Mobile Supply Service, which offers SIM-free devices for business. The VAIO Phone Biz goes on sale today. IIJ also began sales today for USB-type data communications device, BESTEK's 520BU and NCXX's UX312NC, which it currently offers on a rental basis as part of IIJ Mobile Service. IIJ will also begin selling Fujisoft's FS020U in late June.

The VAIO Phone Biz is a smartphone that comes with the Windows 10 Mobile OS, making it highly compatible with other Microsoft products. The 520BU is ideal for data communications using a PC, and the UX312NC offers the stable operation that is a must for M2M devices. The FS020U, on the other hand, can be used for both PC and M2M applications.

These additions to IIJ's lineup will allow customers to choose the optimal devices for their own applications and business needs. Customers can easily combine these with SIM cards offered through the IIJ Mobile Fixed fee plan Lite and IIJ Mobile M2M Access Service, and start mobile data communications services as a one-stop service.

■ **Overviews of devices**

SIM-free smartphones

Product name	VAIO Phone Biz
Manufacturer	VAIO Corporation
Sales begin	May 12, 2016 (Thursday)
Sales price	<ul style="list-style-type: none"> • JPY54,800/ payment in full • JPY2,300 monthly / 24 payments
OS	Windows 10 Mobile
Display	5.5 inches Full HD (1080×1920 pixels)
Color	Silver (aluminum body)
Dimensions	Height: 156.1mm; Width: 77.0mm; Depth: 8.3mm; Weight: 167g
Compatible service area	NTT DOCOMO LTE / 3G network
SIM type	microSIM
Features	Continuum compatible (wireless)

USB data communications device

Product name	520BU	UX312NC	FS020U
Manufacturer	BESTEK	NCXX Inc.	FUSISOFT Incorporated
Sales begin	May 12, 2016	May 12, 2016	Late June 2016 (tentative)
Sales price*	• JPY14,000 / payment in full	• JPY21,500 / payment in full	• JPY17,500 / payment in full

* USB data communications devices are only available with full (one-time) payment

* The prices shown do not include tax.

■ Images



VAIO Phone Biz

520BU

UX312NC

FS020U

IIJ Mobile Supply Service will continue to expand its lineup of devices in order to support its customers in their on-the-go work.

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

About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, 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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