

IIJ-MC to Launch “Video Conference Bridge Service”

-- Japan’s first Internet broadcasting service integrated with teleconferencing systems --

Tokyo, September 4, 2002 -- Internet Initiative Japan (IIJ, NASDAQ: IJJI), Japan's leading Internet access and comprehensive network solutions provider, today announced that IIJ Media Communications ("IIJ-MC"), the Company's 50.1% owned subsidiary that specializes in web-media communications, will launch a new Internet broadcasting service “Video Conference Bridge” starting September 4 2002. The service enables users to broadcast movie/voice data that is captured by teleconferencing systems. Both live broadcasting and on-demand transmission are included in the package. Revenues from the IIJ-MC services are recognized as part of Systems Integration operations in IIJ's income statements.

The Video Conference Bridge Service was designed to provide low-cost broadcasting for activities such as educational and PR/IR events. The service will employ Polycom's conferencing terminals, as they control the world's largest share of teleconferencing and phone-conferencing systems. The service also enables events to be broadcast without having to bring camera crews and large amounts of equipment to the shoot. Remote control camera work by the IIJ-MC transmission center will be available. The new service provides the option of a password-based authentication function that enables member-only broadcasting.

The fee for the service is JPY350,000 per event. A ticket system is available, offering a discount on 3 events at JPY600,000. The new service also provides the option of teleconferencing terminal rentals at 50,000 yen per day.

About IIJ-MC

IIJ Media Communications (IIJ-MC) was established by Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI), Sumitomo Corp., Itochu Corp., Tokyo Corp. and other shareholders to offer expert services in web-media content creation and communications over the Internet. Its core business provides total support for customer's contents and systems, particularly those customers who engage in e-commerce and related activities. IIJ-MC engages in the research and development of the newest technologies for media communications, such as streaming technologies including multicast and portal service applications, and incorporates the technologies into various applications.

About IIJ

Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI) is Japan's leading Internet-access and comprehensive network solutions provider. The company mainly targets high-end corporate customers. Founded in 1992, IIJ has built one of the largest Internet backbone networks in Japan, as well as between Japan and the United States. IIJ and its group of companies provide total network solutions that range from the delivery of new generation network services over an optical-fiber infrastructure that is optimized for data communications, to the construction of pan-Asian IP backbone networks. The company also offers high-quality Internet access, security system services, hosting/housing, and content design and systems integration.

The statements within this release contain forward-looking statements about our future plans that involve risk and uncertainties. These statements may differ materially from actual future events or results. Readers are referred to the documents filed 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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