

For Immediate Release

IIJ to Launch the Unified Management Platform

--Providing total integrated network administration for optimal network maintenance--

TOKYO--June 27, 2007--Internet Initiative Japan, Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the July 1, 2007, release of the Unified Management Platform, a new solution that merges network construction and operation services.

The Unified Management Platform combines IIJ's services and solutions to build highly reliable and stable network environments that enable integrated administration and operation of entire customer networks. Each of IIJ's services and solutions are treated as components, and the customer can select the proper mix of network, security, and application components to construct their network environment. All components are managed and operated from a central integrated management platform, providing better coordination in operational schemes that use multiple services and solutions. This allows the customer to administer and maintain a high-quality network with the flexibility, reliability, and availability to meet current needs, in addition to supporting smooth network environment expansion.

Below are some of the advantages provided by the Unified Management Platform.

- Optimal network environment maintenance
The Unified Management Platform allows structural administration of the entire network. This makes it possible to offer ideal solutions based on an analysis of the entire network, thus achieving optimal network maintenance and administration.
- Stronger failure response capabilities
With closer integration of services and solutions, customers can take advantage of integrated operations without being restricted by the specifications of each service. This allows customers to perform maintenance and quickly respond to system failures from a single operation desk, which greatly enhances failure and incident response capabilities.
- Reduced operational costs
Comprehensive outsourcing of all network functionality reduces the customer's operational burden and can drastically reduce the capital investment, operational costs, and TCO for the network.
- Rapid network design and construction
Network components can be easily added so the system environment can be flexibly and rapidly expanded to keep up with business expansion.

The Unified Management Platform will be introduced on July 1 starting with the Operations Desk feature, which provides integrated network operation and maintenance. Additional features are being considered, including an interface for logs, operational reports, and other information that can help increase operational efficiency. In addition, IIJ plans to maintain optimum network operations based on the PDCA cycle¹. This will be implemented through assessment consulting, in which the optimal network environment is revealed through an analysis of corporate network usage.

IIJ will continue to improve its management solutions and provide the optimal network environment to its customers.

1. PDCA Cycle: Operating the entire network according to the cycle- Plan, Do, Check, Analyze. (“A” generally stands for “Act”)

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 of companies provide total network solutions that mainly cater to high-end corporate customers. The company's services include high-quality systems integration and security services, Internet access, hosting/housing, and content design. Moreover, the company has built one of the largest Internet backbone networks in Japan, and between Japan and the United States. 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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