

For Immediate Release

IIJ Launches IIJ Mobile for Corporate Customers as an MVNO

*-- Entering the market as a provider of high-speed, secure mobile broadband services using
NTT DoCoMo's 3G FOMA Network --*

TOKYO--January 21, 2008--Internet Initiative Japan, Inc., (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the launch of IIJ Mobile, a mobile data communications service for corporate customers. This represents IIJ's first foray into the mobile communications market as a mobile virtual network operator (MVNO), providing comprehensive solutions for businesses employing mobile broadband.

IIJ Mobile is IIJ's first offering in this market and uses NTT DoCoMo's 3G FOMA network and data communications terminals to provide Internet access with high-speed mobile data communications up to 3.6 Mbps. IIJ plans to expand service offerings and functions, such as providing access to closed networks without going through the Internet, or providing mobile access as a part of the WAN using some of IIJ's existing services. This will enable IIJ to provide one-stop corporate network construction and operation that includes mobile data communications.

With the introduction of broadband to mobile data communications, the need for mobile access that rivals conventional fixed communications services is growing, even in corporate network use. However, there has also been concern about a number of security issues, including data leaks, virus infections, and problems with compliance. This new service is a high value-added mobile solution that answers these customer needs and problems, providing both high-speed mobile communications and ensuring security as only an MVNO can.

IIJ Mobile Service Highlights

- High-speed nationwide mobile environment
A high-speed mobile Internet connection environment is provided using the 3G/HSDPA Network ¹, with a nationwide service area.
- International roaming
The international roaming feature allows users to access the network in the same way when overseas. (Provided as an optional feature)
- Unique MVNO fee plan
There are three plans available: (1) Fixed-rate plan, (2) Packet share plan, and (3) Connection share plan. The customer can select the one that best fits their network usage needs. The fixed-rate plan provides unrestricted network access. The packet share plan is for multiple users with small data transmission volumes. The connection share plan is for a small number of users that do not use the network at the same time, but have large data transmission volumes. Selecting the right plan gives high cost performance with little waste.

- Secure, stable mobile communications environment

This service provides the stable, secure access network that business demands, with terminal authentication for corporate network access, restricted remote IP address access, and VPN or closed network connectivity. The customer can control access to the Internet without using special lines or equipment. (Provided as an optional feature)

- 1 HSDPA: An abbreviation for high-speed downlink packet access. This technology dramatically improves downlink speeds to meet customer demands for higher packet communications speeds, and it was standardized by the 3GPP as an advanced W-CDMA. Using this scheme, downlink speeds of up to 14 Mbps are possible.

Service Description

Basic features

- High-speed mobile Internet access using 3G/HSDPA (downlink speed up to 3.6 Mbps / uplink up to 384 kbps)
- Nationwide service ²
- Data communications card terminal rental available

- 2 Please see the FOMA and FOMA HighSpeed service area (<http://www.nttdocomo.co.jp/support/area/>)

Service Fees

Plan	Basic Monthly Fee	Plan highlights
Fixed fee plan	JPY 8,500 per line (ISP fees included)	- Fixed fee - Packet volume is unlimited - No restrictions on the protocol
Packet share plan	JPY 1,800~ per line (ISP fees included)	- Fees depend on volume of packets used - No restrictions on the protocol
Connection share plan	JPY 3,900~ per line (ISP fees included)	- Fixed fee based on the number of simultaneous connections - Packet volume is unlimited - No restrictions on the protocol

* Data communications card terminal rental fees are separate. Note: Prices do not include consumption tax

Optional features ³

- IP Address Assignment Option: A unique IP address can be assigned by IIJ to each contracted line. This enables verification of the connecting device.
- Access Restriction Option: This restricts the outgoing connections to certain destinations and prevents direct connection to the Internet.
- International Roaming Option ⁴: This feature allows users to access the network in the same way while overseas.
- Remote Access VPN Option: This option provides corporate server access authorization and restriction via a gateway service.

- 3 Additional fees are charged for optional features.

- 4 Please see the service area for the NTT DoCoMo International Roaming Service, World Wing. (<http://www.nttdocomo.co.jp/service/world/roaming/area/>)

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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