

For Immediate Release



IIJ Group Launches Cloud Service in China

--IIJ teams up with China's two largest telecom carriers to provide the world's first low latency cloud service--

TOKYO—January 21, 2013—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, and 100% owned IIJ subsidiary IIJ Global Solutions Inc. (IIJ Global)—provider of WAN services for corporate clients—today announced the release of IIJ GIO CHINA Service through IIJ Global's Shanghai subsidiary, IIJ Global Solutions China Inc.

The IIJ GIO CHINA Service is a cloud service that offers a choice of virtual servers or dedicated servers. IIJ had already been providing the pilot service since September 2012, and today marks the release of the official service. With the virtual server option, customers can select the CPU, RAM size, disk size, and OS for the low price of 350 yuan per month. The equipment for this service is located in the Shanghai data center, and the service provides customer support in Chinese, Japanese, and English. Customers do not have to provide their own equipment, which makes it quick and easy to establish a server environment in China.

The Internet infrastructure for this service is provided by China's two largest telecommunications carriers, China Telecom, and China Unicom, both headquartered in Beijing, providing low-latency communications. In the past, communications that straddle the networks of both these carriers experienced latency and interruptions (the North-South problem in telecommunications). With this service, IIJ is able to automatically find the fastest connection for the customer. This is the first cloud service in the world to provide this method of connectivity.

IIJ has been operating the IIJ GIO Service in Japan since 2009, and it is currently used by more than 800 corporations. The demand for cloud services in China is also expected to be high, and we have been working on the development of services since March 2012. Using IIJ's expertise in operating cloud services in Japan, we will provide the same level of quality and flexibility in the China as we do in Japan.

About IIJ

Founded in 1992, Internet Initiative Japan Inc. 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, Cloud computing/data center services, security services, Internet access, and content distribution. Moreover, the company has built one of the largest Internet backbone networks in Japan, and between Japan and the United States. IIJ 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/>.

About IJ Global Solutions

IJ Global Solutions, Inc., was established in September 2010 to take over the Japan network service business from AT&T Japan. In addition to domestic network outsource services business and all cloud-based managed services, IJ Global Solutions also leads the group's international businesses and provides international network-related services. In January 2012, they established the subsidiary IJ Global Solutions China, Inc., in Shanghai. For more information on IJ Global Solutions, see <http://www.ijglobal.co.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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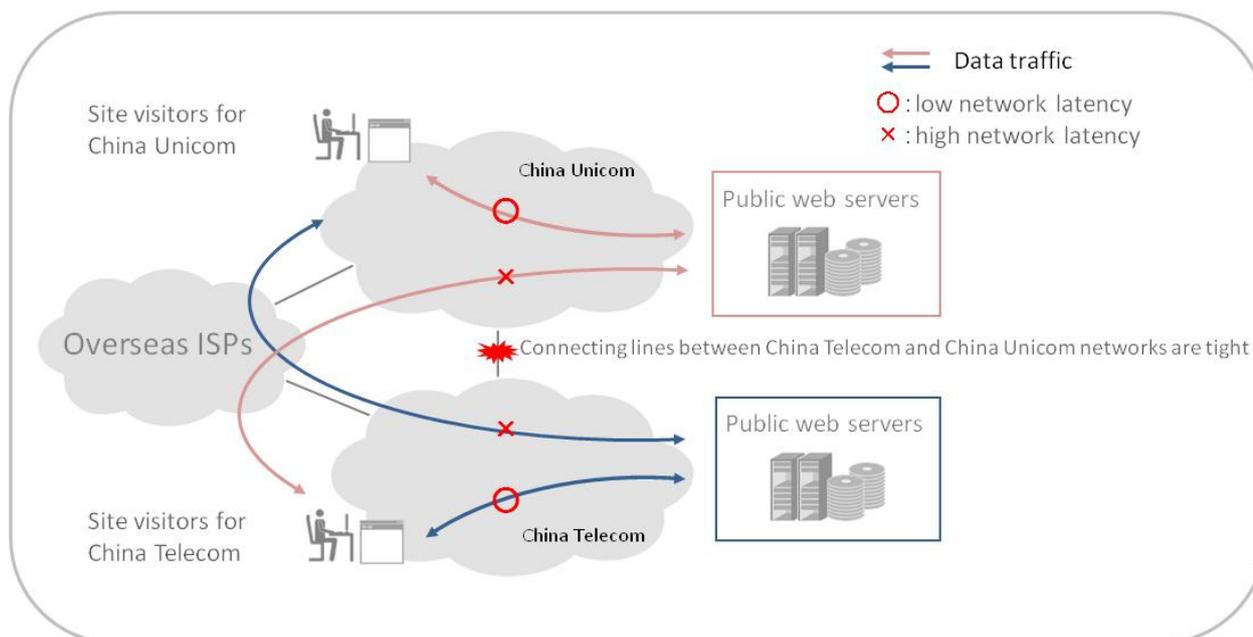
IIJ GIO China Service Options

Base server	V Series (virtual server)					X Series (physical server)
Grade	V10	V20	V40	V80	V160	X240
CPU Performance index (ICU)*	1ICU	2ICU	4ICU	8ICU	16ICU	24ICU
Memory	1GB	2GB	4GB	8GB	16GB	48GB
Disk space	30GB (IP-SAN)					300GB (RAID1)
Additional disk space (billed separately)	It is possible to add two of the following on one base server: 100GB, 300GB, 500GB					—
NIC	4					
Internet connection	North-South problem resolution configuration					
OS	CentOS/Windows					

* 24 ICU is the equivalent of 6 cores x 2

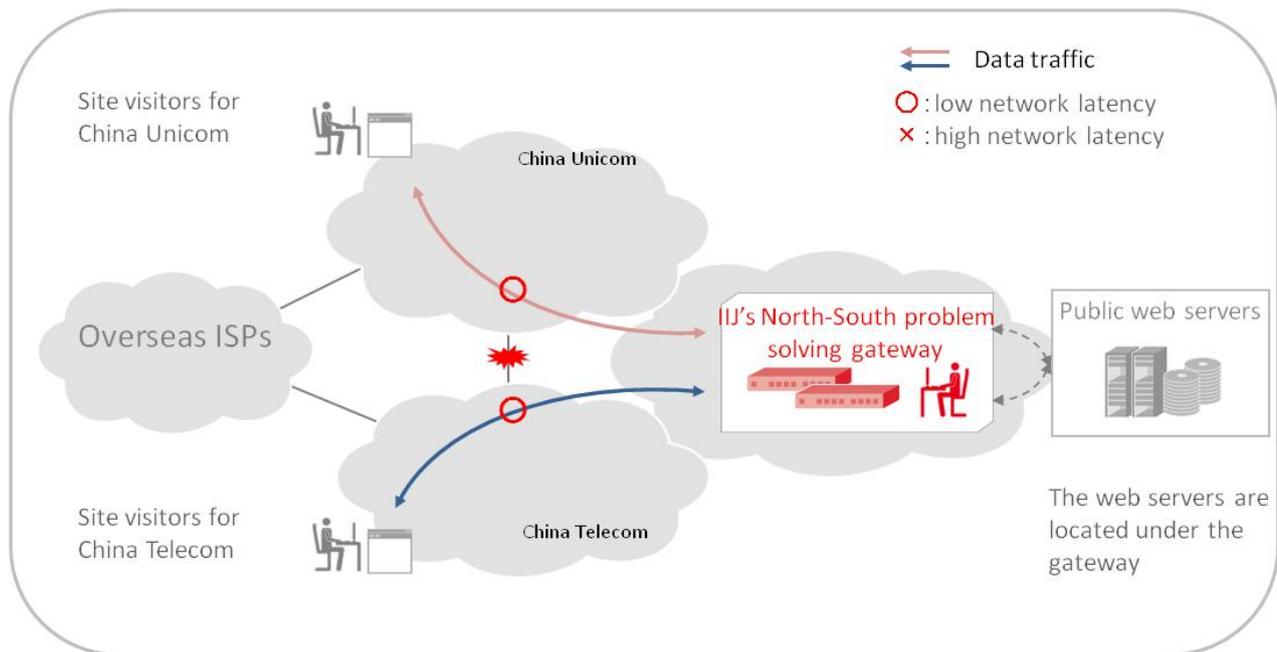
Resolving the North-South problem of communications

1. Before the introduction of the IIJ GIO CHINA Service



When China Telecom users visit public sites hosted by China Unicom, it is most likely that they have to go through an overseas ISP and that would make the access speed slower. The same is true for user's of China Unicom when they try to connect to sites hosted by China Telecom.

2. After the introduction of the IJG GIO CHINA Service



When China Telecom users connect to a public site, they are routed through China Telecom. When China Unicom users connect to a public site, they are routed through China Unicom.

*Correction and apology

We would like to make the following corrections regarding the sever grade of IJG GIO CHINA's physical servers.

error) X120

correction) X240

We sincerely apologize for the mistake.