



For Immediate Release

IIJ Group Increases Support in Europe to Expand International Operations

-- Capital increase in England subsidiary and new Japan–UK backbone network create more robust service platform --

TOKYO—April 1, 2013—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan’s leading Internet access and comprehensive network solutions providers, today announced that, in February of this year, it increased its capital position in UK subsidiary of IIJ Exlayer Inc. (IIJ Exlayer). IIJ Exlayer is an IIJ subsidiary that contributes to the IIJ Group’s international operations by providing systems integration services to clients from its offices in London and Düsseldorf. The company also announced the following corporate name changes for the London and Düsseldorf subsidiaries.

New Company Names

| Location | New Company Name | Old Company Name |
|------------|----------------------|----------------------------|
| London | IIJ Europe Limited | IIJ Exlayer Europe Limited |
| Düsseldorf | IIJ Deutschland GmbH | IIJ Exlayer GmbH |

IIJ Exlayer has been providing support to Japanese companies located in Europe by using its technological expertise to deliver high quality network solutions and high value-added system integration (SI) services. The capital input serves to strengthen IIJ Group’s presence in Europe, which will allow the company to establish a support system that responds even more quickly and with greater granularity of service.

At the same time, IIJ established a data center in London, and built a high-speed backbone network connecting Japan, UK, and the US. By extending our backbone network to Europe, we can connect Japan and UK directly through Russia and thus reduce relay latency and vastly improve the connection between Japan and Europe.

IIJ has been delivering cloud services in the US and China, and because Europe also has a high quality Internet environment in place, we will continue to build a service platform for delivering cloud services.

For the latest information on the Backbone Network, see <http://www.iij.ad.jp/en/company/network/backbone/>.

About IIJ Exlayer

IIJ Exlayer became an IIJ consolidated subsidiary in April 2012. The company has overseas subsidiaries that have expanded by using their reliability and expertise in SI, IT project management, and other advanced technology to serve their main customers: Japanese overseas subsidiaries.

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 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 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.

For inquiries, contact:

IIJ Corporate Communications

Tel: +81-3-5259-6310 E-mail: press@ij.ad.jp

URL: <http://www.ij.ad.jp/en/>

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