

For Immediate Release

IIJ Launches High-speed Data Communications in IIJ Mobile Service/Type D: “Fixed fee plan Lite” and “Fixed fee plan Lite: 1 year”

- 3 GB of LTE high-speed (up to 150 Mbps download) data communications monthly -

TOKYO—March 24, 2015—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJ, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that it will enhance the functionality of Fixed fee plan Lite and Fixed fee plan Lite: 1 year—which provide SIM cards specifically for data communications—in its data communication service for business customers, IIJ Mobile Service/Type D. The services will offer 3 GB of monthly high-speed data transmission (bundle coupon) from April 1, 2015, with no change to pricing.

IIJ Mobile Service/Type D is a data communications service for corporate customers that utilizes NTT DOCOMO's LTE/3G network. Until now Fixed fee plan Lite and Fixed fee plan Lite: 1 year have provided SIM cards capable of data communications at speeds of up to 256 kbps. These services will now offer 3 GB per month at high speed up to 150 Mbps (download)—on the same reasonable price plan. Once bundle coupons are used up, communications speed is limited to 256 kbps up/download.*

Bundle coupons not used within the month can be used up until the end of the following month.

Customers may also add bundle coupons to Fixed fee plan Lite for a maximum of 3 GB, by applying for the bundle coupon option.

* Expanded functionality applies to existing customers. No special application is required.

Pricing

- Fixed fee plan Lite

	Registration Fee	Monthly Fee
Basic fee (3 GB)	JPY3,000	JPY900

* Universal service fees are charged separately.

* The prices shown do not include tax.

* Minimum usage period is 1 month.

* SIM cards with SMS functions require an additional fee for SMS function (JPY140) and its transmission monthly.

* If 366MB or more of transfers go through one connection over a three-day period when communications speed is limited to 256 kbps, transfer speeds may be reduced for 24 hours from the next day as compared to other connections.

- Bundle coupon option

Product	Additional Bundle Coupon	Additional Monthly Fee
S	+1 GB	+ JPY300
M	+2 GB	+ JPY600
L	+3 GB	+ JPY900

* The bundle coupon option is assigned to each connection. It cannot be shared with or transferred to another connection.

* Multiple options cannot be selected. Additional bundle coupon will be applied to existing lines on the first day of each month.

- Fixed fee plan Lite: 1 year

Annual Fee	Renewal Fee
JPY13,000 (Registered fee included)	JPY10,000

* The Universal Service fee is included in annual and renewal fees.

* The prices shown do not include tax.

* There is no minimum usage period.

* SMS function cannot be added to SIM cards under the Fixed fee plan Lite: 1 year.

* If 366MB or more of transfers go through one connection over a three-day period when communication speed is limited to 256 kbps, transfer speeds may be reduced for 24 hours from the next day as compared to other connections.

* The bundle coupon option cannot be used with Fixed fee plan Lite: 1 year.

IIJ will continue to expand functionality in order to provide high quality services in response to the needs of its corporate customers.

About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJ, Tokyo Stock Exchange TSE1: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IIJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IIJ's services include high-quality systems integration, cloud computing/data center services, security services, and Internet access. Moreover, IIJ has built one of the largest Internet backbone networks in Japan that is connected the United States, the United Kingdom and Asia. 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.iij.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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