

For Immediate Release

IIJ Revamps “Live Broadcasting Solution,” Fully Cloud-based and One-stop Broadcast Video Distribution Service

TOKYO—January 14, 2016—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that it has upgraded “Live Broadcasting Solution,” IIJ's Internet-based live streaming service. IIJ has now launched a fully cloud-based service that acts as a one-stop-shop for everything from encoding of video relay to distribution.

The solution is a fully managed live broadcasting service in which video is uploaded from an event venue or other broadcasting site directly to the IIJ cloud via a dedicated video line or IP transmission. It is then encoded and sent to servers for distribution.

Previously, customers had to set up encoding equipment on-site, store all video data in their own facilities after conversion to the proper format, and then distribute the video. IIJ now provides all these components in the cloud so that customers can broadcast in high-definition picture and audio simply by sending the video to the IIJ cloud. This allows customers to minimize the equipment which they require at the broadcasting site, thus reducing operational overhead. In addition, IIJ offers “LiveU rental option” that employs video transmission equipment that utilizes multiple wireless connections, thus enabling broadcasting from sites where installing a wired Internet connection would be difficult.

Customers are available to use any distribution platform that meets their requirements, thus tailoring the broadcasting to a customer's specific application.

IIJ will continue to use the Internet-based distribution technologies that it has developed over many years to enhance its lineup of services and to provide high-quality content distribution services, including those for 4K/8K high-resolution video.

About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, 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 to 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.ijj.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: +81-3-5205-6310 E-mail: press@ijj.ad.jp

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

Note: All company names and service names used in this release are the trademarks or registered trademarks of their respective companies.