

For Immediate Release

IIJ Launches Mobile Wi-Fi Router RX501NC

TOKYO—November 13, 2013—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the addition of the RX501NC mobile Wi-Fi router to the lineup of communications devices in the IIJ Mobile Service/Type D starting December 9, 2013.

Below is a list of highlights of the RX501NC.

A high-speed mobile Wi-Fi router for quad-band LTE

The new high-speed mobile router is LTE-capable (down link up to 100Mbps, up link up to 37.5Mbps), and ready for use with quad-band LTE (2GHz, 1.8GHz, 1.5 GHz, 800GHz), providing customers with fast data communications over a wide service area.

The high-capacity battery and USB charging capability help keep it charged during natural disasters.

It is equipped with a high-capacity battery capable of 10 hours of continuous communications (on LTE), providing a stable, mobile communications environment even when out of the office. It can also charge select smart phones and tablets using the USB port on the router. In addition, it comes equipped with an LED light, which can be used during disasters and similar situations.

Delivering multi-carrier capabilities through multiple SIM card slots

With two SIM card slots, customers can insert two cards and use the hardware switch to shift between them. The RX501NC is a multi-carrier-capable router that has passed Interoperability Tests (IOT) on the network of NTT DoCoMo and eAccess Ltd., and even though IIJ Mobile Service currently offers only the Type D service (using the NTT DoCoMo network), it may provide services with multi-carrier capabilities in the future.

With a growing number of firms using smart devices as business tools, IIJ is responding to the needs of such firms by supplying total solutions, from device management tools to gateway environments to connection environments. The new RX501NC provides a broader range of choices, and IIJ is working towards an even more convenient smart device environment.

IIJ will continue to expand its services to promote the corporate use of mobile devices.

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 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 and the United Kingdom. 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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