

For Immediate Release

IIJ to Provide Unlocked SIM Devices

-- IIJ to supply Huawei's unlocked SIM smartphone, Ascend G6, to the BIC CAMERA Group --

TOKYO—May 30, 2014—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that it will supply the Ascend G6 LTE-compatible Android smartphone, provided by Huawei Technologies Japan K.K. (Huawei Japan) to the BIC CAMERA Group (BIC CAMERA, Kojima, Sofmap).

Ascend G6 is Huawei's first unlocked SIM device aimed at the Japanese market. Customers can now inexpensively access data communications and make voice calls with the NTT DOCOMO LTE network using a SIM card provided by IIJ for its high-speed mobile communications service for individual customers, IIJmio High-speed Mobile/D Service.

IIJ launched the IIJmio High-speed Mobile/D Service in February 2012, and it is currently leading the MVNO market. Originally, the service provided customers with SIM cards at an affordable rate. However, customers were required to supply their own unlocked SIM smartphones, tablets, and other devices, so selecting a device was a significant hurdle for some in utilizing the service. So that customers can more easily use the service, IIJ has begun supplying unlocked SIM devices, and the product lineup is expected to continue to expand.

Main smartphone specifications

Product name: Ascend G6
 OS: Android 4.3
 Display: Approx. 4.5 inch QHD (960x540 pixels) TFT LCD
 Communication methods:
 LTE: 2100MHz, 1800MHz
 W-CDMA: 2100MHz, 800MHz
 GSM: 850/900/1800/1900MHz
 Colors: White/black (two colors)
 MSRP: JPY 29,800 (tax not included)

* For details, see the following websites: <http://consumer.huawei.com/en/>

Signing up for IIJmio High-speed Mobile/D Service

- SIM card for data communications, SIM card for data communications and SMS functionality
 Insert the SIM card into the smartphone and choose the rate plan on the IIJmio website. Once sign-up has been completed, the data service can be used immediately.

- SIM card that supports voice services

Enter the entry code (sign-up code) included in the IJmio Voice Communications Packs on the IJmio website. The SIM card will be delivered within seven to ten days once sign-up is complete.

BIC CAMERA Group sales launch

Ascend G6 is scheduled to appear in BIC CAMERA Group stores beginning at the end of June.

IJ will continue to expand its services and improve their quality in order to meet the needs of its customers.

About IJ

Founded in 1992, Internet Initiative Japan Inc. (IJ, NASDAQ: IJJI, Tokyo Stock Exchange TSE1: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IJ's services include high-quality systems integration, cloud computing/data center services, security services, and Internet access. Moreover, IJ has built one of the largest Internet backbone networks in Japan that is connected the United States, the United Kingdom and Asia. IJ was listed on NASDAQ in 1999 and on the First Section of the Tokyo Stock Exchange in 2006.

For more information about IJ, visit the IJ 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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