



For Immediate Release



Internet Initiative Japan

**IIJ Launches “Japan Travel SIM powered by IIJmio”
a 2GB Prepaid SIM Card for Foreign Visitors to Japan**

-- Domestic and international calls with Brastel IP phone service --

TOKYO—September 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 they will provide the Japan Travel SIM powered by IIJmio, a package of prepaid SIM card with 2GB of high-speed data volume for foreign visitors to Japan from October 2, 2014. Customers can easily start this mobile data service by inserting a SIM card into an unlocked SIM device and configuring it. This package includes a Brastel Card*, an IP phone service provided by Brastel Co., Ltd. (Brastel) which allows customers to make inexpensive domestic and international calls. And furthermore, customers enable to use credit from prepaid Brastel Card to add data volume to a SIM card.

* Brastel Card is packaged with the Japan Travel SIM powered by IIJmio and is available free of charge at stores.

About Japan Travel SIM powered by IIJmio

– Service Description

Service name	Japan Travel SIM powered by IIJmio
SIM package price	Open pricing *1
Available period	From the first day of data transmission to the end of the third month *2
Bundle coupons (Data volume)	2 GB *3
Transmission speeds (LTE area)	Download up to 150Mbps, Upload up to 50Mbps *4
Network within Japan	NTT DOCOMO LTE / 3G
SIM card type	Standard SIM, microSIM, nanoSIM
Languages	- Package: Japanese, English, Chinese (simplified) - Instruction guide: Japanese, English, Chinese (simplified/traditional), Korean, Thai - Service site (https://t.ijmio.jp/en/index.html) : Japanese, English, Chinese (simplified) - Phone support: Japanese, English, Chinese 9:00 a.m. - 7:00 p.m. JST (Closed during the New Year's holidays)

*1 The IIJmio Prepaid Pack is JPY3,791 (tax not included) for customers living in Japan.

*2 The period cannot be extended nor the service switched to a monthly plan. Data volume cannot be added to SIM cards that have exceeded the term of use.

*3 Credit added to a Brastel Card can be used to add data volume.

*4 Transmission speeds may vary, according to the device used. 3G network can be used outside of LTE areas.

* SMS and voice call feature cannot be bundled with the Japan Travel SIM powered by IIJmio’s SIM cards.

- Retail stores (as of October 2, 2014)
 - AEON RETAIL Co.,Ltd. (The SIM packages must be ordered beforehand for certain retail stores.)
 - BIC CAMERA Group stores (BIC CAMERA, Kojima, Sofmap), all stores selling BIC SIM
 - Nippon Telephone Inc. (Ecotan in “Osaka station 3 building”, all e-BooM stores)
 - All Yodobashi Camera Co.,Ltd. stores

After mid-October 2014

- TIC(Tourist Information Center) TOKYO
- Hostels in Japan
Khaosan Tokyo (Original, Ninja, Samurai, Kabuki, Laboratory, World), Khaosan Kyoto, Khaosan Theater

After November 2014

- berry mobile (in Thailand)

- How to use the service
 - a. Insert a SIM card into your device.
 - b. Configure a mobile network such as APN setting on your device, and it is ready to use.
 - * Packaged SIM cards are ready to use and do not need to be activated.
- How to purchase additional data
 - a. Add credit to a Brastel Card
Add credit at a convenience store using a packaged bank transfer form, a credit card or PayPal on the Brastel website.
 - b. Add more data
Add data to a SIM card from the Brastel website. The purchase amount of the data is debited from the Brastel Card.

What is Brastel Card? : Brastel Card is a prepaid calling card that supports multiple languages and can be charged multiple times. When charged, they allow customers to make inexpensive domestic and international calls using smartphones, cellphones, landline phones, and public phones. For details, see the following website. <http://brastel.com/japantravelsim> (Opened on October 2)

IIJ will continue to offer convenient services that allow foreign visitors to enjoy their mobile lives in Japan.

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 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.ij.ad.jp/en/>.

About Brastel

In addition to building the only customer service center in Japan that offers support by native speakers of more than 15 languages, Brastel provides domestic/international calling services and the Basix cloud-based IP phone service for corporations. In March 2012, they began offering Brastel Remit, a service for sending money overseas. For more information see <http://www.brastel.com/>.

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

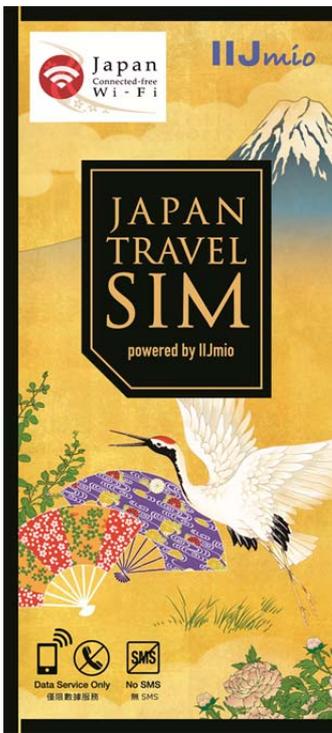
Tel: +81-3-5205-6310 E-mail: press@ij.ad.jp URL: <http://www.ij.ad.jp/en/>

Brastel Co., Ltd.

TEL: +81-3-5637-5466 E-mail: pr@brastel.co.jp URL: <http://www.brastel.com/>

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

■ Package image of Japan Travel SIM powered by IJmio



Customers can enjoy a package like a Byobu, a Japanese folding screen with an included origami paper.

(image)

