

For Immediate Release

IIJ to Launch New SIM Card with Voice Call Feature on IIJmio

*- JPY 1,900 per month plus telephone charges, pre-orders start at AEON, BIC CAMERA group stores
And the supply of high-speed data communications will be increased from April. -*

TOKYO—March 7, 2014—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced plans to begin offering Miofone, SIM cards with voice call functionality, on its IIJmio High-speed Mobile/D Service which is a data communications service for individual customers, beginning March 13, 2014. In addition, as a part of expansion for customer services, IIJ will increase its supply of high-speed data communications, named "coupons", starting April 1, 2014.

The IIJmio High-speed Mobile/D Service provides inexpensive data communications SIM cards that are compatible with the NTT DOCOMO LTE network. By inserting an IIJmio SIM card into a SIM-lock-free smartphone or tablet, and other compatible terminals, users can access a high-speed mobile communications environment at low cost.

Coupons are used to provide the data volumes needed to make high-speed communications possible. "Bundle coupons" will be distributed on the first day of every month, supplying daily service for that month. If users require a greater volume of data, they may purchase additional coupons. As high-speed data communications are used, the coupons are consumed. Once the coupons are depleted, communications speed is limited to 200 kbps for both uploading and downloading. The coupons may be switched off and on as needed.

Service Highlights:

1. SIM card with voice call function

These voice-enabled SIM cards will make it possible for users to make voice calls to both landline and mobile numbers, including smartphones, in Japan and overseas. Voice calls were already possible using this service together with IP telephone services provided by other companies, but the addition of the voice function will enable users to make emergency calls to police and fire departments, and telephone calls will be more reliable.

2. Increased availability of coupons for high-speed data communications

Starting April 1, 2014, IIJ will increase the supply of coupons for high-speed data communications (bundle coupons) through its "Minimum Start Plan" and its "Family Share Plan." In the "Light Start Plan," limits on data communications volume will be relaxed for slower-speed communications. This will enable customers to enjoy better communications than before.

In advance of the release of the new voice communications service, IJmio Voice Communications Packs, complete with SIM card entry codes for voice call functionality, will be available for purchase starting March 7, 2014, at AEON hypermarkets, BIC CAMERA big-box electronics stores, Sofmap and Kojima stores, and affiliated net shops. Customers who pre-order the SIM cards at the stores will be able to input the entry codes starting March 13, 2014, at the IJmio web site to apply to receive their SIM cards. The SIM cards will be delivered seven to ten days after the application is completed.

From March 13 to April 30, 2014, IJ will conduct the "IJmio Voice Communications Pack Miofone Spring Debut Campaign", awarding catalog gifts and other presents to selected subscribers to its SIM cards with voice call functionality.

IJ will continue its efforts to provide services that satisfy our customers' needs.

Service plans

		Minimum Start Plan	Light Start Plan	Family Share Plan
SIM package price		JPY 3,000		
Monthly Fees	Voice & Data	JPY 1,900	JPY 2,520	Starting at JPY 3,560
	Data	JPY 900	JPY 1,520	JPY 2,560
Domestic telephone charges		JPY 20 per unit (one unit=30 second)		
Number of SIM cards		1		Maximum of 3
Transmission speeds (LTE area)		<ul style="list-style-type: none"> • With a coupon: Download up to 150Mbps, Upload up to 50Mbps • Without a coupon: Up to 200 kbps 		
Bundle coupons (starting April 1, 2014)		1GB per month (formerly 500MB)	2GB per month	3GB per month (formerly 2GB)
Limits on data volume of usage at slow speed based on most recent three days (starting April 1, 2014)		366MB	366MB (formerly 120MB)	366MB
Notes:		A cancellation fee will be charged if the customer cancels the SIM card within 12 months of initiating the contract.		

* Prices shown do not include tax.

Details of service (Japanese only)

<https://www.ijmio.jp/hdd/service/>

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 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.

For inquiries, contact:

IIJ Corporate Communications

Tel: +81-3-5259-6310 E-mail: press@iij.ad.jp

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