

## *For Immediate Release*

### **IIJ Announces New Fee Plans for IIJ Mobile Service/Type D and Type DS**

*-- IIJ provides greatly increased high-speed LTE data communications volumes and reduced basic fees --*

TOKYO—March 19, 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 is revising its fee plans for its high-speed mobile data service for enterprises, IIJ Mobile Service/Type D and Type DS. From April 1, 2014, IIJ will provide its customers larger high-speed data traffic volumes and lower base costs.

IIJ Mobile Service/Type D and Type DS provide high-speed, low-latency enterprise-class data communications which use the NTT DOCOMO's LTE/3G network. These two services provide customers with options tailored to their needs. The Type D service allocates dynamic IP addresses, allowing remote access when away from the office, while the Type DS service allocates fixed IP addresses useful for building advanced VPNs and other enterprise solutions. The pricing plans also provide choice. Customers on the Fixed Rate Plan L are billed the same rate each month, and those on the Three-tier Pricing Plan L (Type D only) pay one of three fees based on data transmission usage.

Highlights of the recent changes to the plans include:

1. Previously, customers on the Fixed Rate Plan L had transmission speeds restricted to 256 kbps after exceeding 3 GB of data traffic in one month. But now this data capacity for high-speed transmissions is being more than doubled to 7 GB.
2. In the Three-tier Pricing Plan L, the basic fee for monthly data transfers of up to 3 MB (Tier 1) has been reduced from JPY 800 to JPY 500.
3. Monthly data traffic over 3 MB and up to 300 MB in the same plan were priced at JPY 2,800 (Tier 2), but now the data transfer limit has been raised from 300 MB to 1 GB for the same price.

\*These changes only apply to LTE connections. They do not apply to 3G connections.

These changes will be a boon to customers with wider use of smart devices and increased data traffic volumes due to active use of the cloud. These easier-to-use pricing plans will optimize transmission costs for all kinds of customers, including those whose usage is infrequent and who have low data transfers, as well as those whose usage patterns are irregular.

IIJ will continue to offer high-value-added services meeting the needs of its customers to promote corporate use of mobile communications.

## Changes:

### Type D, Type DS: Fixed Rate Plan L (LTE connection)

	Before	After	Notes
Monthly data transfers capable of high-speed transmission	3GB	<b>7GB</b>	If data traffic during a month exceeds 7 GB, uplink and downlink transfer speeds will be reduced to a maximum of 256 kbps until the end of that month.

\* If **1GB** or more of transfers go through one connection over a three-day period, transfer speeds may be reduced for 24 hours from the next day as compared to other connections.

### Type D: Three-tier Pricing Plan L (LTE connection)

	Fees		Traffic volume		Notes
	Before	After	Before	After	
Basic Fee (Tier 1)	JPY 800	<b>JPY 500</b>	3MB	3MB	3MB is included in the monthly fee.
Tier 2 limit	JPY 2,800	JPY 2,800	Over 3MB and up to 300 MB	Over 3MB and up to <b>1GB</b>	Traffic is billed at JPY 0.04 per 128 bytes, and the upper limit is JPY 2800.
Tier 3 limit	JPY 5,700	JPY 5,700	Over 300MB and above	Over <b>1GB</b> and above	Traffic is billed at JPY 0.04 per 128 bytes, and the upper limit is JPY 5,700. If traffic for a month exceeds 3GB, uplink and downlink transfer speeds will be reduced to a maximum of 256 kbps until the end of that month.

\* If **1GB** or more of transfers go through one connection over a three-day period, transfer speeds may be reduced for 24 hours from the next day as compared to other connections.

\* The above fees are for transmission costs and do not include terminal rental fees.

\* The prices shown do not include tax.

## About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJ, 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.*

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