IIJ Group Launches IIJ Smart Mobile Manager Service/MaaS360

--Offers more secure smart device management,
with trial service to begin in Japan and the United States--

TOKYO—February 25, 2015—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, and its US-based subsidiary, IIJ America Inc., today announced their intention to expand the IIJ Smart Mobile Manager Service product lineup, by launching "IIJ Smart Mobile Manager Service/MaaS360" on a trial basis. IIJ Smart Mobile Manager Service is a cloud-based service that enables centralized management for smart devices. IIJ will offer trial services in Japan and the United States from April 1, 2015.

IIJ Smart Mobile Manager Service allows companies to remotely manage their iOS and Android smart devices from a central location. Remote locking and data wipe helps to prevent information leaks when mobile devices are stolen or lost, making it safe for companies to use smart devices in business. IIJ will offer IIJ Smart Mobile Manager Service/MaaS360 to better meet the usage environments and needs of its customers. The service uses IBM®MaaS360, which enables more sophisticated management of mobile devices and applications, offers secure management functions, and provides a management screen with multi-language support.
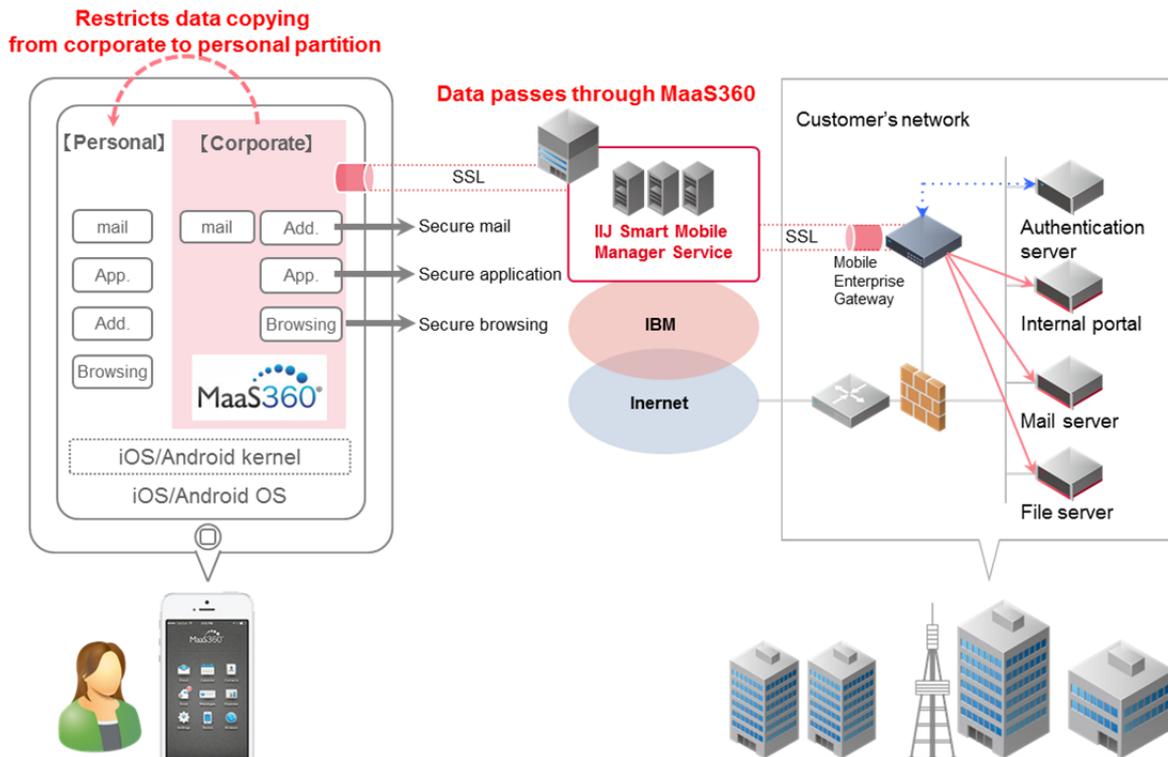
Used in combination with other services provided by IIJ all over the world—such as cloud computing and mail security services—this new service gives customers access to high quality smart device environments that offer both security and convenience.

IIJ Smart Mobile Manager Service/MaaS360 offers the following major features:

- Mobile device management functions

  Devices can be managed remotely, such as locking, data wipe (full/selective), acquiring device information, and restricting functions when devices are stolen or lost. In addition to those usual MDM (Mobile Device Management) features, it implements dynamic policy based on location (address and SSID) and BYOD privacy settings to block collection of personally identifiable information. Customers can manage various activities through mobility intelligence dashboards including My Alert Center to allow them easily understand real-time settings.

- Mobile application management functions

  Administrators can make use of device application distribution and removal functions. The service is compatible with the management functions of Apple's Volume Purchase Program (VPP), allowing customers to allocate and recover App Store applications to and from end users.

- Security management functions (Secure App Connect option)

Device file systems can be segregated into "corporate" and "personal" partitions. Prohibiting the copying of data from corporate to personal partitions allows customers to access company networks securely. Administrators can control applications distributed to corporate partitions. If a device is lost, administrators can choose to delete only those applications installed to the corporate partition, reducing the risk of sensitive data leakage.

Overview of Secure App Connect option

IIJ America has been using IBM®MaaS360 internally since 2013. Since then it has continued to accumulate the necessary skills and experience to administer it. The IIJ Group will strive to meet the various needs of its customers in Japan and the United States by launching the service.

Official service prices in Japan (planned)

Starting at JPY10,000 / month (tax not included)

*Includes 30 devices

The IIJ Group will continue to provide optimal business solutions that meet the needs of its customers.

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.

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