

For Immediate Release

IIJ Marked One Million Subscription in Mobile Business

TOKYO—January 19, 2016—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that the number of subscriptions to its mobile services as part of its MVNO business passed the one million mark as of December 2015, reaching 1.073 million subscriptions.

IIJ began offering its “IIJ Mobile Service” for corporate customers in 2008 as a Mobile Virtual Network Operator (MVNO) and has been steadily growing its service subscription as a multicarrier MVNO thanks to the increased use of smart devices in enterprise and the expanding IoT and M2M demand driving that growth.

In 2012, IIJ launched “IIJmio High-Speed Mobile/D Service” to consumers through SIM cards. The service includes a voice call feature as well as a variety of applications such as a speed switching app which enables to control transmission speeds between high and low speed. IIJ preceded its competitors in offering these high-value-added services and plans, and it has led the SIM market. IIJ has also accumulated many subscriptions by expanding sales outlets which include convenience stores and major retailers. This expansion was a big factor in pushing the number of subscriptions to more than one million, with 685 thousand subscriptions as of December 2015.

Furthermore, IIJ's Mobile Virtual Network Enabler (MVNE) business, which supports new entrants to the MVNO market, has been highly praised by many partner companies for its accomplishments in its advanced level of operations technologies and experience as an MVNO, in addition to its reliable connection quality and compatibility with multiple carriers, which have led to steady growth in the number of subscriptions.

IIJ will continue to provide reliable and high-quality services for the customers.

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 to the United States, the United Kingdom and Asia. IJJ was listed on NASDAQ in 1999 and on the First Section of the Tokyo Stock Exchange in 2006. For more information about IJJ, visit the IJJ Web site at <http://www.ijj.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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