

For Immediate Release

**IIJ to Increase Data Volumes and Provide Additional SIM Cards
in the IIJmio High-Speed Mobile/D Service**

*--increases the data volume of the Light Start Plan from 5GB to 6GB, allows up to two SIM cards
for the Minimum Start and Light Start Plans--*

TOKYO—June 23, 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 it is enhancing the specifications of its IIJmio High-Speed Mobile/D Service, a pay-monthly SIM service for individual customers. Starting on July 1, 2016, it will increase the volume of high-speed data transmissions in the Light Start Plan to 6GB. In addition, IIJ will issue an option to offer an extra second SIM card on the Minimum Start and Light Start Plans, starting on July 7, 2016.

1. Increased high-speed data volume for the Light Start Plan

IIJ will increase its monthly recurring data volume as part of the Light Start Plan from 5GB to 6GB—without increasing the monthly fee. This increase will be applied automatically to all customers using the plan on Friday, July 1, 2016.

2. Extra second SIM cards for the Minimum Start and Light Start Plans

IIJ will offer an option to add another SIM card on the Minimum Start and Light Start Plans. The customers will be able to share their data allowance with up to two SIM cards per contract.

Second SIM cards can be added after joining either plan. An additional SIM fee of JPY400 (before tax) per month will be charged. The customers can order them on the IIJmio service website and through retailers at 10:00 am on Thursday, July 7, 2016.

IIJ will also provide the following special promotion, in which the handling fee for adding second SIM cards will be discounted:

Time: Thursday, July 7, to Sunday, July 31, 2016

Details: The handling fee for adding SIM cards (JPY2,000 per card, before tax) will be discounted by JPY1,000.

* Offer also applies to additional SIM cards purchased at the BIC SIM Counter.

IIJ will continue to enhance its mobile services to provide its customers even greater levels of satisfaction.

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 to 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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■ IJmio High-Speed Mobile/D Service Basic Specifications

Plan name		Minimum Start Plan	Light Start Plan	Family Share Plan
SIM package price		JPY3,000		
High-speed data volume		3GB/month	5GB→6GB/month	10GB/month
Basic monthly fee (Data-dedicated)		JPY900	JPY1,520	From JPY2,560
Add-ons	SMS	JPY140		
	Voice(*1)	JPY700		
	Usage fee for extra SIM	JPY400 For second SIM card		JPY400 For fourth and subsequent SIM cards
Maximum number of SIM cards		2	2	10(*2)
Domestic voice call fees		JPY20 for 30 seconds		

* All prices listed above exclude applicable taxes.

* When adding SIM cards to a plan, typically a handling fee of JPY2,000 (before tax) per card is charged. No handling fees are charged for new contracts or when purchasing SIM packages.

*1 If canceling a SIM card with voice functionality within 12 months of purchase, a voice functionality cancellation fee ((12 months - number of months used, with the first month of use considered 0 months) × JPY1,000 (plus tax)) will be charged.

* 2 Customers with contracts for SIM cards with voice functionality as part of the Family Share Plan are limited to a maximum of five lines.

* Transmission speeds may be restricted in cases in which a bundle coupon (high-speed data transmission allotment) has not been applied, transmission speeds have been at a maximum of 200 kbps, and the transmission volume for the most recent three days has exceeded 366 MB. Transmission speeds are never restricted when a bundle coupon applies.

For more details about the service, see the following website:

<https://www.ijmio.jp/hdd/> (only in Japanese language)