

***For Immediate Release***

**IIJ Begins Offering IIJ DRM Service/ExpressPlay®**

*-- New digital rights management service uses Marlin DRM  
 for quick and inexpensive distribution of protected content --*

TOKYO—January 26, 2015—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced it will begin offering IIJ DRM Service/ExpressPlay® from January 26 2015. This digital rights management (DRM) service uses Marlin DRM— an open-standard content protection system for consumer devices and services.

With the recent increase in consumption of digital content on the Internet, it is becoming more important to protect copyrights of content such as music and movies from illegal playback and copying. However, developing and administering one's own copyrights management system takes time and money. IIJ DRM Service/ExpressPlay® uses Marlin DRM, a major DRM technology with a long track record in the field of protecting digital media rights. IIJ resells ExpressPlay® which it was licensed from Intertrust Technologies Corporation (Intertrust, California, U.S.), marketed as IIJ DRM Service/ExpressPlay®. Intertrust develops the technology specifications of Marlin DRM, and is a co-founder of the Marlin Developer Community (MDC). IIJ DRM Service/ExpressPlay® is compatible with both Marlin DRM and Microsoft PlayReady® digital rights management standards. Using this service, content distributors and production vendors, and content owners can securely stream digitized contents without the need to spend on operating or managing a DRM system.

The service can be used along with other IIJ services such as IIJ GIO Cloud Transcode Package, which converts the format of large volumes of content on the cloud, for simple and safe one-stop content distribution.

**IIJ DRM Service/ExpressPlay® Fees**

Initial fee	JPY50,000
Basic monthly fee	JPY120,000 (200,000 tokens*1 included)
Addition token fee	JPY0.6/token
SDK (Software Development Kit)*2 usage fee	JPY1/token
PlayReady fee (optional)	JPY100,000

\*1 Token: Number of issued playback licenses

\*2 SDK: Kit for developing applications used in playing content on the client side

\* The prices shown do not include tax.

IIJ will continue to offer content distribution services which meet the needs of distributors and consumers.

(\*) ExpressPlay® is a trademark or registered trademark of Intertrust Technologies Corporation. Unauthorized copying and reprinting is prohibited.

## **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.ij.ad.jp/en/>.

## **About Intertrust Technologies Corporation**

Intertrust licenses trusted computing technologies to leading global service providers, app developers, and device makers. Intertrust co-founded the open Marlin DRM standard that YouView (UK), Tivù (Italy), IPTV Forum (Japan), HDFourm (France), AEDETI (Spain), and other national initiatives selected for protecting content and is also the fastest growing DRM in China. ExpressPlay™ cloud DRM system and Seacert® digital certificate authority offer Marlin solutions to the marketplace. Intertrust extends its trust services beyond media to consumer privacy, Internet processing of DNA data, secure cloud collaboration, and smart grids through investments in Personagraph, Genecloud, Kabuto, whiteCryption, Nest, Kiora, and Planet OS.

For more information, please follow us on Twitter (@IntertrustTech) or LinkedIn

(<https://www.linkedin.com/company/intertrust>), and visit the Intertrust Web site at <http://www.intertrust.com>.

*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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