

For Immediate Release

IIJ to Begin Selling “Japan Travel SIM powered by IIJmio”—a Prepaid SIM Card for Foreign Visitors to Japan—at Nissan Rent-A-Car

-- Sales to begin from April 1 at 10 locations including New Chitose Airport, Kansai International Airport, and more --

TOKYO—March 30, 2015—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 will begin selling the “Japan Travel SIM powered by IIJmio,” a package of prepaid SIM card from April 1, 2015 at 10 locations managed by Nissan Car Rental Solutions Co., Ltd. (Nissan Rent-A-Car). This mobile data communications service is meant for use by foreign visitors and temporary returnees to Japan.

Japan Travel SIM powered by IIJmio comes complete with a SIM card pre-charged with 2 GB of high-speed data volume. Customers can easily start using a mobile data communications service by purchasing the package, inserting a SIM card into an unlocked SIM device, and configuring it. Nissan Rent-A-Car will be the first car rental provider to sell SIM cards in Japan.

Japan Travel SIM powered by IIJmio, Nissan Rent-A-Car sales overview

Service name	Japan Travel SIM powered by IIJmio
Sales price	3,900 yen (tax not included) *1
Available period	From the first day of data transmission to the end of the third month *2
High-speed data volume	2 GB
Transmission speeds (LTE area)	Download up to 225Mbps, Upload up to 50Mbps *3
Network	NTT DOCOMO LTE and 3G areas within Japan
SIM card type	microSIM, nanoSIM
Languages	- Package: Japanese, English, Chinese (simplified) - Instructions: Japanese, English, Chinese (simplified/traditional), Korean, Thai - Service site (https://t.ijmio.jp/en/index.html): Japanese, English, Chinese (simplified/traditional), Korean, Thai - Phone support: Japanese, English, Chinese 365 days a year, 9:00 a.m. - 7:00 p.m. JST

*1 Sales price at Nissan Rent-A-Car.

*2 The period cannot be extended nor the service switched to a monthly plan. Data cannot be added to SIM cards that have exceeded the term of use.

*3 Transmission speeds may vary, according to the device used. 3G network can be used outside of LTE areas.

* SMS and voice call feature cannot be bundled with the Japan Travel SIM powered by IIJmio’s SIM cards.

How to use the service

- ① Insert a SIM card into your device.
 - ② Configure a mobile network (APN and other settings) on your device, and it is ready to use.
- * Packaged SIM cards are ready to use and do not need to be activated.

– Locations: 10 (as of April 15, 2015)

Hokkaido	New Chitose Airport, Sapporo Station South Exit
Tokyo	Shinjuku Station West Exit, Haneda Otorii Ekimae
Aichi	Chubu Centrair International Airport
Kyoto	Kyoto Shinkansen Ekimae
Osaka	Kansai Airport, Namba OCAT
Fukuoka	Fukuoka Airport, Hakata Shinkansen Ekimae

* The number of locations is expected to expand.

– Image of shop



IIJ will continue to offer convenient services that allow foreign visitors and customers temporarily returning to Japan to enjoy their mobile lives with ease.

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/>.

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.

For inquiries, contact:

IIJ Corporate Communications

Tel: +81-3-5205-6310 E-mail: press@ij.ad.jp

URL: <http://www.ij.ad.jp/en/>

* Note: All company names and service names used in this release are the trademarks or registered trademarks of their respective companies.

*Correction

We would like to announce the following correction regarding the sales locations on April 15, 2015.

incorrect) 12 locations

correct) 10 locations

The sale at Narita Airport Terminal 1 and 2 was discontinued.