

For Immediate Release

IIJ to Begin Selling “Japan Travel SIM powered by IIJmio”—a Prepaid SIM Card for Foreign Visitors to Japan—at Narita International Airport

-- Sales to begin on February 2 at the BLUE SKY on the 1st floor in Terminal 2 --

TOKYO—January 29, 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 they will begin selling the “Japan Travel SIM powered by IIJmio,” a package of prepaid SIM card from February 2, 2015 at the “BLUE SKY Arrival Lobby South” which is a convenient store located on the 1st floor arrival level of Terminal 2 at the Narita International Airport and managed by JALUX Inc. 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 a package, inserting a SIM card into an unlocked SIM device, and configuring it. Test SIM cards are available at the BLUE SKY store, allowing customers to confirm compatibility with their devices before making a purchase.

About Japan Travel SIM powered by IIJmio

– Service Description

Service name	Japan Travel SIM powered by IIJmio
SIM package price	Open pricing *1
Available period	From the first day of data transmission to the end of the third month *2
Bundle coupons (Data volume)	2GB
Transmission speeds (LTE area)	Download up to 150Mbps, Upload up to 50Mbps *3
Network	NTT DOCOMO LTE and 3G areas within Japan
SIM card type	Standard SIM, microSIM, nanoSIM
Languages	- Package: Japanese, English, Chinese (simplified) - Instruction guide: Japanese, English, Chinese (simplified/traditional), Korean, Thai - Service site (https://t.ijmio.jp/en/) : Japanese, English, Chinese (simplified/traditional) , Korean, Thai - Phone support: Japanese, English, Chinese 9:00 a.m. - 7:00 p.m. JST

*1 The IIJmio Prepaid Pack is JPY3,791 (tax not included) for customers living in Japan.

*2 The period cannot be extended nor the service switched to a monthly plan. Data volume 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.

- BLUE SKY Arrival Lobby South

Location Terminal 2, Main Building, 1st Floor at the Narita International Airport

Hours 7:00 a.m. - 10:00 p.m. JST

- How to use the service

a. Insert a SIM card into your device.

b. Configure a mobile network such as APN setting on your device, and it is ready to use.

* Packaged SIM cards are ready to use and do not need to be activated.

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: IJJ, 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:

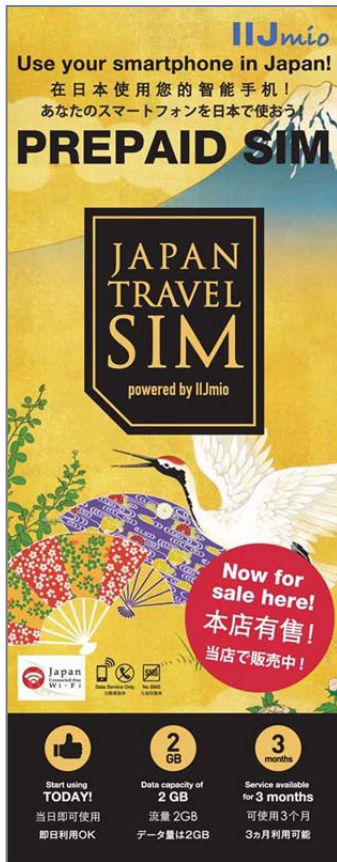
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* Note: All company names and service names mentioned in this release are the trademarks or registered trademarks of their respective companies.

■ Poster image of Japan Travel SIM powered by IJmio



■ Image of shop

