For Immediate Release

IIJ to Launch "Spare Email Option", a Webmail Service for Emergency Usage with its "IIJ Secure MX Service"

— An alternative webmail service for times when your email system is unavailable, allowing you to realize an environment of business continuity during emergencies —

TOKYO— March 18, 2015—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced it will expand the functionality of its "IIJ Secure MX Service" (hereafter, Secure MX) which provides cloud-based security measures required for enterprise email systems. IIJ will launch the expanded functionality of Secure MX as a "Spare Email Option" available as a webmail service alternative for emergency use on March 23, 2015.

Email is an essential communication tool for business nowadays, and if a corporate email system loses connectivity for an extended period it can result in a significant impact to the business process and may well result in opportunity loss. This new webmail option provides a temporary web-based email service allowing the continued use of email even if a corporate email system loses operational ability due to natural disasters, infrastructure failure, maintenance, rolling blackouts due to power shortages, or for any other reason.

An overview of the Spare Email Option is as follows:

Ensure Email Continuity in Case of Emergency

Through the use of this webmail service running on Secure MX, it is possible to ensure the continued use of email even if a customer's corporate email server is unusable for whatever reason. Unlimited incoming emails received through Secure MX will be retained for up to 14 days, and the individual messages can be viewed through a web-based email client allowing business to continue operations without hindrance. In addition to customers who are running their own in-house email system, this service can be used by customers employing web-based applications such as Office 365 and Google Apps, or those who are using a third-party email service provider.

Business Continuity Plan (BCP) Measures Using the Same Domain/Accounts

This optional service will allow the customer to continue using their regular domain and accounts with no change to their current email system configuration. In addition, this service will also allow customers to significantly reduce equipment investment as well as operational costs compared to building and operating a conventional in-house backup email system.

Improve Security Levels with One Time Password Authentication and IP Address Restrictions

In addition to regular ID/password authentication, this webmail service achieves a two-factor authentication with the addition of a one-time password required for access. This also makes it possible to enhance user authentication using a smartphone-based application for generating a one-time user password conforming to TOTP* used by "Google Authenticator" and others. In addition, this webmail service supports IP address restrictions realizing a further improvement in security.

* TOTP (Time-Based One-Time Password Algorithm): Time synchronous one-time password authentication technology standard. A one-time password is generated and switched at each predetermined time.

- "Spare Email Option" Fee Schedule

   Starting from JPY 50 per account

   *The basic fee is estimated separately based on the number of accounts.

IIJ is committed to improving and expanding functionality into the future to provide useful services for business continuity and disaster risk management.

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.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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