For Immediate Release

IIJ and the NHK Symphony Orchestra to Stream Hi-Res Audio Performances

--This technological partnership is the first hi-res streaming of NHKSO concerts,
confirming the feasibility of regular streaming services--

TOKYO—April 28, 2017—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, and the NHK Symphony Orchestra, Tokyo, (NHKSO) today announced that they are making hi-res recordings of the public performances of "The Meidensha 120th Anniversary | NHKSO Afternoon Classic Series" that are being held in April, May, and June 2017. They will then make these recordings available for on-demand streaming starting on May 19, 2017. This is the first time that performances of the NHKSO—a prominent orchestra in Japan—will be streamed in hi-res audio.

IIJ will record three matinee performances at the Muza Kawasaki Symphony Hall in hi-res audio, using DSD 5.6 MHz (*1) and PCM 96 kHz / 24 bit (*2) formats. These recordings will be available for free and on demand as programs on IIJ's hi-res streaming service, PrimeSeat (*3). At the same time, IIJ will stream on-demand videos of the concerts for multiple devices, including PCs and smartphones.

High-resolution audio formats—including the popular DSD and PCM systems—faithfully reproduce analog sound without compression, allowing listeners to enjoy the immersive, high-quality acoustic experience of a concert hall right in their homes. After evaluating this project's technological partnership for hi-res audio streaming, IIJ and the NHKSO will consider expanding the number of concerts they stream, to deliver even more NHKSO performances in high-quality audio to customers living room..

(*1)   Direct Stream Digital (DSD):   A method of converting analog audio to a digital signal. The two sampling frequencies of 2.8 MHz and 5.6 MHz are now common. The number of sampling frequencies in a DSD 5.6 MHz recording is 128 times that of an otherwise identical music CD.

(*2)   Pulse Code Modulation (PCM): A method of converting analog audio to a digital signal. This method samples discrete time signals and quantizes these signals to a specific number of bits. Higher numbers represent better quality.

(*3)   This hi-res streaming service is Japan's first service to stream live, high-resolution audio on demand. By installing the dedicated PrimeSeat software, listeners can enjoy a variety of highly realistic-sounding music and sounds.

The streaming schedule is as follows:

Concert title	The Meidensha 120th Anniversary	NHKSO Afternoon Classic Series
	This concert series is specially sponsored by the Meidensha Corporation. The three performances will be held at the Muza Kawasaki Symphony Hall.

| Dates & Programs | [First Performance]
Streaming period: May 19, 2017–June 30, 2017
(Recording date: Thursday, April 27, 2017)
Programs:
- Bruch / Violin Concerto No.1 g minor op.26
- Beethoven / Symphony No.7 A major op.92 and more
http://www.nhkso.or.jp/en/concert/concert_detail.php?id=638

[Second Performance]
Streaming period: June 13, 2017–July 31, 2017
(Recording date: Thursday, May 25, 2017)
Programs:
- Tchaikovsky / Piano Concerto No.1 b-flat minor op.23
- Rimsky-Korsakov / Capriccio Espagnol op.34
- Tchaikovsky / "Francesca da Rimini" fantasy op.32 and more
http://www.nhkso.or.jp/en/concert/concert_detail.php?id=640

[Third Performance]
Streaming period: July 4, 2017–August 31, 2017
(Recording date: Thursday, June 15, 2017)
Programs:
- Mozart / "Die Zauberflöte" opera K.620 - Overture
- Mozart / Concerto for Flute and Harp C major K.299
- Mozart / Symphony No.41 C major K.551 "Jupiter"
http://www.nhkso.or.jp/en/concert/concert_detail.php?id=642

*Streaming programs may be subject to change. |
| How to work | - Hi-res audio streaming through PrimeSeat
http://gate.primeseat.net/en/nhkso_afc.html
- Video streaming
  http://www.nhkso.or.jp/en/afternoonclassic_video/ |

About the NHK Symphony Orchestra, Tokyo

The history of the NHK Symphony Orchestra dates back to 1926, when a professional orchestra known as the New Symphony Orchestra was formed. After being called the Japan Symphony Orchestra, it was renamed the NHK Symphony Orchestra in 1951, celebrating its 90th anniversary in 2016. Continually inviting world-renowned conductors, including Herbert von Karajan, Ernest Ansermet, Joseph Keilberth, and Lovro von Matačić, the orchestra has a history of outstanding performances. Recently, the NHKSO has been holding around 120 annual performances nationwide, including 54 regular performances per year at the NHK Hall and the Suntory Hall. In August 2013, the orchestra performed for the first time at the Salzburg Festival, and from

February through March of this year, performed in seven major European cities, including Berlin and Vienna. Through these performances, the orchestra has won worldwide acclaim. NHKSO is currently led by Paavo Järvi (Chief Conductor), Charles Dutoit (Music Director Emeritus), Herbert Blomstedt (Honorary Conductor Laureate), Vladimir Ashkenazy (Conductor Laureate), André Previn (Honorary Guest Conductor), Yuzo Toyama (Permanent Conductor), and Tadaaki Otaka (Permanent Conductor). For more information about the NHKSO, see http://www.nhkso.or.jp/en/.

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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