

For Immediate Release

IIJ Provides Cloud Exchange Service for Multiple Cloud Environment

-- IIJ will initially provide Cloud Exchange Service for Microsoft Azure in Japan --

TOKYO—July 10, 2014—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, announced to private connectivity service for a multi-cloud environment that combines the high value-added IIJ GIO Component Service with Microsoft's public cloud service Microsoft Azure (Azure hereafter). As the first part of this collaboration, IIJ will be providing enterprise customers with a high-speed private network connectivity service for Microsoft Azure ExpressRoute (ExpressRoute hereafter).

About ExpressRoute

ExpressRoute provides private connectivity between a customer's private network and Azure services. Microsoft has been working with multiple network providers globally to provide private connectivity to Azure. In response to strong customer demand in the Japanese market for private connectivity to Azure services, IIJ together with Microsoft Japan will start joint promotions in October 2014. IIJ is the first ExpressRoute domestic partner in Japan, and will build private networks that interconnect between IIJ's backbone facilities and Azure services, thus furnishing customers with high-speed private connectivity to Azure through the IIJ Cloud Exchange Service for Microsoft Azure.

Features of IIJ Cloud Exchange Service for Microsoft Azure

IIJ Cloud Exchange Service for Microsoft Azure provides an environment in which customers can use ExpressRoute via the IIJ GIO Private Backbone Service—IIJ builds dedicated private networks for customers atop the IIJ backbone. Customers get private connectivity to Azure services over ExpressRoute via dedicated access or WAN lines between their company networks and the IIJ GIO Private Backbone Service gateway. Customers can connect to Azure bypassing the public Internet accessing Azure services more reliably, with stronger security, and at guaranteed speeds.

For its IIJ GIO Private Backbone Service, IIJ has built gateways capable of closed network connections at four locations throughout Japan, and is planning to rapidly expand the service areas throughout the year, starting in Tokyo and Osaka. Connections are available on all major Japanese carriers. Customers will be able to make multi-carrier private connectivity to Azure and IIJ GIO. IIJ Cloud Exchange Service for Microsoft Azure will also allow companies already using Azure to make private connection.

The value of IIJ GIO and Azure integration

Through this collaboration, IIJ and Microsoft Japan will work together to meet new customer needs, such as customer-tailored and secure migration of data and installation of applications among on-premise systems and multiple clouds. Customers will be able to choose the optimal mix of any of the three platforms: low-cost, fast

cloud service environments that Azure offers, the flexible and reliable IJ GIO cloud computing service, and their existing on-premise systems, seamlessly linking them together. Customers will enjoy the benefits of using a multi-cloud service, combining extensibility with speed.

Future developments for the collaboration

In addition to ExpressRoute, IJ and Microsoft Japan will enable customers to run systems with robust security requirements in the cloud—and thus be able to access personal information and other sensitive data stored on premise—by linking IJ's dedicated server resources and security gateways with Azure. Moreover, private network connectivity to Azure will allow secure and low-cost transmission of large volumes of data—including backups to cloud storage, system replications for disaster recovery, and high-resolution videos and images—all routed with a high degree of reliability. Interoperability with various other networks linked with IJ GIO is on the horizon and under development.

IJ and Microsoft are collaborating in preparation for the launch of the ExpressRoute service as well as deepening their cooperation in joint marketing and customer relations activities. From this collaborative efforts, it is expected sign up 200 companies over the next three years.

■ For details of each service, see the following websites.

IJ GIO: <http://www.ij.ad.jp/en/svcsol/service/gio/index.html>

IJ Cloud Exchange Service for Microsoft Azure: <http://www.ij.ad.jp/biz/cloudex/> (Japanese text only)

Microsoft Azure: <http://azure.microsoft.com/en-us/>

ExpressRoute: <http://azure.microsoft.com/en-us/services/expressroute/>

About IJ

Founded in 1992, Internet Initiative Japan Inc. (IJ, NASDAQ: IJJI, Tokyo Stock Exchange TSE1: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IJ's services include high-quality systems integration, cloud computing/data center services, security services, and Internet access. Moreover, IJ has built one of the largest Internet backbone networks in Japan that is connected the United States, the United Kingdom and Asia. IJ was listed on NASDAQ in 1999 and on the First Section of the Tokyo Stock Exchange in 2006. For more information about IJ, visit the IJ 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.

All product and service names mentioned are the trademarks or registered trademarks of their respective companies.

For inquiries, contact:

IJ Corporate Communications

TEL: +81-3-5205-6310 FAX: +81-3-5205-6377

E-mail: press@ij.ad.jp URL: <http://www.ij.ad.jp/en/>