

For Immediate Release

Personnel Change Announcement

TOKYO--July 1, 2011--Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced IIJ's 100% owned subsidiary IIJ Innovation Intitute Inc. (IIJ-II), a developer of next generation Internet infrastructure technology and related businesses, will make the following personnel changes effective immediately.

Name	New position	Former position
Kenjiro Cho	Research Director, Research Laboratory	Senior Researcher, Research Laboratory

The form director was Eiichi Wada, who will continue to lead guide R&D as a research advisor.

About IIJ-II

IIJ Innovation Institute Inc. (IIJ-II) was established in June 2008 as a subsidiary within the IIJ group. IIJ-II provides business incubation services with the goal of developing technological innovations for the next-generation Internet and new business models. IIJ is leveraging its years of Internet technology and business experience to promote R&D and commercialization support for Internet development. For details, see <http://www.iij-ii.co.jp/en/>.

About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, Tokyo Stock Exchange TSE1: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IIJ and its group of companies provide total network solutions that mainly cater to high-end corporate customers. The company's services include high-quality systems integration and security services, Internet access, hosting/housing, and content design. Moreover, the company has built one of the largest Internet backbone networks in Japan, and between Japan and the United States. 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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