



October 25, 2013

UBIC Hires Sasha L. Hefler as Senior Director of Strategy & Communications

Accomplished industry veteran brings extensive leadership to enable UBIC's brand establishment in North America

Redwood City, CA (PRWEB) October 25, 2013

UBIC, Inc. (TSE: 2158; NASDAQ: UBIC), a provider of strategic international litigation support, advanced predictive coding technology CJK TAR™ and forensic solutions, has appointed Sasha Hefler as Senior Director of Strategy & Communications to enhance UBIC's brand awareness in the U.S., enabling the strategic vision of being global leader in litigation support and forensics. Ms. Hefler has been working with UBIC for almost a year as an outside consultant assisting in various areas of marketing, branding and public relations.

"It is an exciting opportunity to be part of a dynamic, global UBIC team in building an international eDiscovery company's corporate brand strategy in the U.S. that I couldn't pass on," stated Hefler. "Witnessing UBIC go public in May and being listed on the NASDAQ sparked my enthusiasm to be part of UBIC, a corporation on the cutting edge of legal technology that provides full-spectrum EDRM solutions which include CJK TAR™, advanced predictive coding technology and Lit i View Xaminer™, a next generation forensic software."

With an extensive 20-year corporate career, Ms. Hefler has garnered an array of diverse experiences primarily in sales, advertising and brand marketing. Her skill set enables her in understanding the eDiscovery market needs and define/ develop a consistent branding strategy.

Prior to joining UBIC, Ms. Hefler was President of Strategic Brands on Fire, developing marketing communication plans as well as business development strategies for legal corporations and corporate counsel conferences internationally for the past three years.

"In the past year, we have recognized Ms. Hefler as a strategic asset to UBIC's team in North America and decided to bring her in-house to strengthen our corporate brand as we establish ourselves as the leader of comprehensive technology offerings globally", emphasized Mr. Naritomo Ikeue, President and COO, UBIC North America, Inc.

About Sasha L. Hefler

Before starting her own consulting firm in the legal industry Ms. Hefler was the president of the Masters Conference, where she developed the event into one of the legal industry's most respected educational conferences. Her ability to quickly grasp the needs of corporate clients and business partners, coupled with her high-energy personality, ensures outstanding results for UBIC as they educate US lawyers on how to effectively conduct business with Asian clients through CLE seminar's globally.

Hefler's previous experience includes a wide range of business expertise including ten years managing large advertising accounts for McDonalds, American Express, and Sea World.

About UBIC

UBIC, Inc. (TSE: 2158; NASDAQ: UBIC) is a leading provider of Asian-language eDiscovery solutions and services. UBIC has extensive eDiscovery and forensic experience and expertise with information documented in Japanese, Korean, Chinese as well as English languages, and applies its expertise in connection with cross-border litigation, administrative proceedings and internal investigations, including those related to anti-trust investigations, intellectual property (IP) litigation, the Foreign Corrupt Practices Act (FCPA) and product liability (PL) investigations. UBIC serves its clients from offices in Japan, the United States, South Korea, Taiwan, Hong Kong and the United Kingdom.

UBIC's proprietary technology platform, Lit i View™, version 6.6, is an innovative eDiscovery solution that accurately handles Asian-language characters, encoding schemes and native file systems. UBIC also recently launched its flexible and customizable Legal Cloud™ service to address the problem of rising costs associated with the growth and dispersion of data volumes across the globe, along with prolonged investigations and litigations.

With flexible, customizable end-to-end solutions and services covering the entire electronic discovery reference model (EDRM) life-cycle for corporate litigation strategy and crisis management, UBIC has assisted clients in more than 310 administrative and legal proceedings in the United States, including Department of Justice (DOJ), International Trade Commission (ITC) and Securities and Exchange Commission (SEC) investigations and more than 800 corporate investigations in Japan, South Korea, China, Taiwan and Singapore. Assisted by highly experienced litigation attorneys, UBIC provides a range of services facilitating

fact discovery, patent management, security, internal audit and regulatory compliance that can provide a significant cost savings to its clients.

For more information about UBIC, contact [info\(at\)ubicna\(dot\)com](mailto:info@ubicna.com) or visit <http://www.ubicna.com>