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Impact of New Information Technology on Asian Corporations Revealed at UBIC Inc.'s Signature Seminar in New York City

Successful Seminar and Book Launch Highlights How U.S. Lawyers Can Help Asian Clients in the New Age of Big Data Analytics

NEW YORK, May 6, 2014 (GLOBE NEWSWIRE) -- UBIC, Inc. (Nasdaq:UBIC) (TSE:2158), a leading provider of international eDiscovery, digital forensics and big data services, held another in its Signature Seminar Series, *Crossing the Pacific: Conducting Legal Business in Japan and the Rest of Asia*, on April 25, 2014 at the Yale Club of New York.

Members of the greater New York City legal community, including professionals from both public and private sectors, enjoyed afternoon panel discussions and luncheon. Moderated by Ari Kaplan, Principal of Ari Kaplan Advisors, the event attracted a large crowd based on a lineup of recognized experts who addressed a range of related topics that affect an increasing number of organizations doing business in Asia.

"In a flattening global business environment and an increasingly complex litigation landscape, it is critical for organizations to recognize the cultural, linguistic, and operational distinctions associated with successfully navigating legal issues in Asia," event moderator, Ari Kaplan, Principal of Ari Kaplan Advisors, said.

UBIC's Chief Executive Officer Masahiro Morimoto, set the tone of the program with an introductory address highlighting how U.S. procedure is not commonly practiced in Asia. As in his recently published English-language book, *eDiscovery-Japan*, Mr. Morimoto discussed a list of significant challenges associated with conducting legal business in Asia, relative to U.S. and other cross-border standards. "Even within Asia, the laws surrounding eDiscovery and privacy vary from country to country," Mr. Morimoto said.

The seminar also featured two expert panel discussions. The first, *Information Governance as a Global Priority: Some Thoughts Based on Recent U.S. eDiscovery Case Law & Practice*, was moderated by Jason R. Baron, counsel at the international law firm Drinker Biddle & Reath LLP. This panel featured Denise E. Backhouse, shareholder and eDiscovery counsel at Littler Mendelson, and Sandra Rampersaud, a litigation attorney at Cravath, Swaine & Moore, LLP and highlighted compelling reasons why international standards should be established regarding data retention, transfer and destruction.

The second panel, moderated by David Horrigan, counsel and analyst at 451 Research, explored *Law, Technology, and Asia: What Lawyers and Their Clients Need to Know*. Given the divergent laws and procedures within each Asian country, retaining local counsel is a requirement, panelist Patrick Burke, counsel at Reed Smith, said. Other panelists included, Paul Starrett, Counsel and Chief Global Risk Officer at UBIC, North America, Inc., Noritaka Kumamoto, and attorney with Simpson Thacher Bartlett in Japan, and a guest speaker from a major Japanese electronics company.

"The seminar was a resounding success with the right balance of corporate, law firm and service provider counsel. Attendees were able to walk away with a broad and deep understanding of cross-border legal and logistical issues along with ideas for best practices," panelist Paul Starrett, counsel and Chief Global Risk Officer, UBIC, North America, Inc., said, adding that, "The panelists and presenters made up an all-star cast which, taken together, provided an active dialog and engaging synergy."

For more information on UBIC's Signature Seminar Series, including the next seminar scheduled for June 20 at the National Press Club in Washington, DC, visit the Seminars & Webinars section at ubicna.com.

About UBIC

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) is a leading provider of e-discovery and digital forensic services for Asia and the world. UBIC has extensive experience working with electronically stored information composed in Chinese, Japanese and Korean (CJK) languages and utilizes that expertise for clients involved in cross-border litigation, corporate investigations, intellectual property disputes and much more. At the forefront of e-discovery innovation, UBIC's proprietary Lit i View[®] platform is moving the industry from "fact discovery" to "future discovery" by allowing clients to analyze e-mail messages and digital communications found in big data to reveal patterns in human thought and behavior.

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