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Major Asian Smartphone Manufacturer Adopts "Lit i View EMAIL AUDITOR"

AI-Based Tool Supports Email Audit

TOKYO, July 16, 2014 (GLOBE NEWSWIRE) -- [UBIC](#), Inc. (Nasdaq:UBIC) (TSE:2158), a leading provider of international litigation support and big-data analysis services, announced today that the Company has begun providing a major Asian smartphone manufacturer with the "Lit i View EMAIL AUDITOR" service, which features AI technology.

The adoption of "Lit i View EMAIL AUDITOR" greatly helps to prevent corporate fraud, including intellectual property theft, by facilitating routine email audits.

"Lit i View EMAIL AUDITOR" is effective in preventing fraud because it makes it possible to routinely monitor emails and detect telltale signs of fraud at an early stage, rather than examining emails after fraud has been discovered.

When using keyword-based search to sift through masses of emails, it can be difficult to quickly determine an exhaustive list of keywords that identifies suspicious correspondence. A crucial but cumbersome component of this process is continuously updating the keywords so as to accurately identify relevant email correspondence.

"Lit i View EMAIL AUDITOR" is equipped with [UBIC](#)'s AI software program, Virtual Data Scientist. Virtual Data Scientist efficiently manages the keyword selection process by taking advantage of the auditing techniques of experienced human auditors, which are incorporated into the software and updated through its automated learning function. Routine updating ensures constant improvement of the selection accuracy. As a result, the cost and labor of email auditing can be dramatically reduced.

In a trial run of "Lit i View EMAIL AUDITOR" with the aforementioned smartphone manufacturer, the AI-based email auditing service reduced the time of the auditing process to just four days, a significant improvement from the usual two or more months. The smartphone manufacturer's legal affairs officer praised "Lit i View EMAIL AUDITOR" for its high accuracy and noted that human auditors can be liberated from the burden of sifting through emails so that they may concentrate on more intuitive work.

Adopting "Lit i View EMAIL AUDITOR" can have a similar effect to employing a capable, around-the-clock auditor to sift through masses of emails. Through the adoption of this solution, we believe that the smartphone manufacturer has taken a step towards a more strategic approach to the management of legal affairs and audits that is essential to global expansion.

"Lit i View EMAIL AUDITOR" also provides effective solutions in terms of legal compliance. [UBIC](#) will continue to support the auditing activities of its Japanese and global clients, and develop and provide technologies that facilitate efficient and accurate audits.

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.

For more information about [UBIC](#), contact usinfo@ubicna.com or visit <http://www.ubicna.com>.

Safe Harbor Statement

This announcement contains forward-looking statements. These forward-looking statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the amount of data that [UBIC](#) expects to manage this year and the potential uses for [UBIC](#)'s new service in intellectual property-related litigation, contain forward-looking statements. [UBIC](#) may also make written or oral forward-looking statements in its reports filed with, or furnished to, the U.S. Securities and Exchange Commission, in its annual reports to shareholders, in press

releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about UBIC's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: UBIC's goals and strategies; UBIC's expansion plans; the expected growth of the data center services market; expectations regarding demand for, and market acceptance of, UBIC's services; UBIC's expectations regarding keeping and strengthening its relationships with customers; UBIC's plans to invest in research and development to enhance its solution and service offerings; and general economic and business conditions in the regions where UBIC provides solutions and services. Further information regarding these and other risks is included in UBIC's reports filed with, or furnished to the Securities and Exchange Commission. UBIC does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release and in the attachments is as of the date of this press release, and UBIC undertakes no duty to update such information, except as required under applicable law.

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