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UBIC and Air Co. Form an Alliance to Bring AI-Based Data Archiving Solutions to Audit and International Litigation Fields

TOKYO, July 30, 2014 (GLOBE NEWSWIRE) -- [UBIC](#), Inc. (Nasdaq:UBIC) (TSE:2158), a leading provider of international litigation support and big-data analysis services, and Air Co., Ltd., an IT solution vendor, announced today that they have formed an alliance to provide a data archiving solution service called "ESI Manager" ("ESI" stands for "Electronic Stored Information"). The service commenced on July 21, 2014.

ESI Manager is a combination of UBI C's AI-based "Lit i View EMAIL AUDITOR" service and Air's "WISE Audit" email archiving solution¹. This newly-merged service makes it possible to continuously manage electronic evidence materials. More specifically, this solution enables companies to efficiently monitor emails and data files for audit purposes as they are archived. This functionality not only drastically reduces the audit cost, but also helps to provide protection from legal risks related to antitrust law and corporate fraud, such as information theft.

The Advantages of the UBI C-Air Company Alliance:

UBI C possesses a knowledge base built on its experience of handling more than a thousand cases for data management related to lawsuits and other emergency situations. By combining this database with Air's digital archiving solutions, the two companies have succeeded in minimizing the reliance on keyword analysis, which poses the greatest challenge to audit monitoring. Air contributes WISE Audit, an advanced email archiving solution mainly serving large companies. In March 2014, Air released an e-discovery option for this solution in response to customers' needs for additional functionality to monitor against legal risks, such as involvement in price fixing and other antitrust practices, during the normal course of business as well as during emergency situations that require e-discovery.

The combination of UBI C's and Air's solutions makes it possible to preserve data in order to prevent the destruction or loss of evidence (a process known as a "legal hold") when a lawsuit or an administrative investigation is expected. At the same time, data tracking under the care of custodians is ensured until an ongoing case is closed. This helps to mitigate the risk of becoming subject to legal sanctions for the inadvertent loss of evidence at a time when global companies face an increasingly harsh legal environment, including the growing threat from patent trolls.

When companies facing international lawsuits and antitrust probes are ordered to produce evidence during the discovery process, solutions based on conventional document management systems are usually proposed. ESI Manager provides an entirely different solution based on UBI C's real-world experience of handling more than a thousand cases. It focuses on managing electronic data that contains evidence or potential evidence.

ESI Manager is a revolutionary solution for companies that have been forced to perform the discovery process from scratch each time they were required to submit evidence because of the ineffectiveness of document management systems built through costly investments.

The UBI C-Air alliance helps to mitigate various legal risks, such as compliance problems, lawsuits and administrative investigations, for both Japanese and international clients. The two companies are also planning to work together in holding marketing and sales activities, including joint seminars to introduce customers to ESI Manager.

This press release has been prepared jointly by UBI C, Inc. and Air Co., Ltd. Please be reminded that you may receive the same press release from different sources.

¹ WISE Audit is a trademark registered by Hitachi Systems Engineering Services, Ltd. and Air Co., Ltd. WISE Encrypt and WISE Attach are trademarks registered by Air Co., Ltd. Product names and company names that appear in this press release are trade names or registered trademarks in principle. The specifications of products may be subject to change without prior notice.

About [UBI C](#)

UBI C, Inc. (Nasdaq:UBI C) (TSE:2158) is a leading provider of e-discovery and digital forensic services for Asia and the world. UBI C 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>

About [Air Company Ltd.](#)

Under the motto of "providing the most-wanted software products today and in the future," Air Co., Ltd. provides solutions in a broad range of fields, including messaging, security, virtualization, BI and searchable encryption libraries. Their solutions include the WISE Audit archive solution, WISE Attach and WISE Alert, both of which reduce the risk of inadvertent emailing, and the WISE Print printing security solution.

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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