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UBIC and Digital Arts Join Forces to Prevent Information Leakage

Utilizing AI Solutions to Prevent Leakage of Sensitive Company Data

NEW YORK, May 12, 2015 (GLOBE NEWSWIRE) -- UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of international litigation support and big-data analysis services, and Digital Arts, Inc. (TSE:2326) ("Digital Arts") announced today that, beginning this summer, they have agreed to jointly provide new solutions that detect and prevent potential information leakage through analysis of employee communications. This alliance combines UBIC's AI-based Predictive Coding technology and Digital Arts' information security products for companies and government agencies.

In recent years, internal theft of sensitive information by employees has occurred frequently. There is growing recognition of the threat that information theft poses to the companies affected. Affected companies may lose their competitive edge if the information is passed on to rival firms and they may suffer reputational damage if stolen customer data is passed on to third parties. However, it is impossible to prevent acts of information theft solely by monitoring email exchanges of employees or prohibiting employees from removing computers from office premises.

The new information security solution combines UBIC's Lit i View EMAIL AUDITOR, an automated email audit solution, and Digital Arts' m-FILTER, an email security software program. Thanks in part to UBIC's AI-based system that analyzes email messages based on the science of behavior informatics, this combination makes it possible to infer who among the company's employees is most likely to steal information, so that the company may take preventive measures. Although practical use of AI is starting to spread, there has so far been no documented case of applying this technology to information security products. In this sense, this new solution represents a ground-breaking achievement made possible by the two companies' strengths. UBIC will actively promote the solution to gain new customers.

Because this solution enables the prediction of leakage or theft of sensitive information and the implementation of preventive measures at an early stage, companies with a large workforce that are actively expanding abroad may find it particularly useful to enhance information security efforts.

Digital Arts and UBIC will pursue further co-development of solutions to prevent information leakage and theft, with an aim to extend their cooperation beyond the field of email security to the i-FILTER web security software program. As part of this alliance, the two companies will strive to meet the needs of both its domestic and foreign customers.

About Digital Arts, Inc.

Digital Arts, Inc. (TSE:2326) is an industry leader in enterprise-level web, email and file security solutions. i-FILTER provides web security by giving administrators control over access to web sites while completely blocking malicious sites. m-FILTER provides email security by preventing the mistaken transmission of email, archiving the full text of email messages along with attached files for reporting, and also blocking spam and inappropriate attached files. FinalCode provides file security with password-free and automatic file encryption as well as the unique ability to remotely delete files that have already been sent. i-FILTER, the pioneer and leader of the web filtering market in Japan, provides unique added value with its huge web filtering database, the most comprehensive in Japan, at the core of its filtering products. i-FILTER's unique filtering technology has also been awarded patents in 27 countries around the world.

Digital Arts, founded in 1995 as a software developer, continues to expand its business by bringing high quality products and services to customers who are facing the challenges of the rapidly changing information age.

For more information about Digital Arts, contact info@daj.co.jp or visit <http://www.daj.jp/en/>.

About UBIC, Inc.

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its proprietary AI-based software program, "VIRTUAL DATA SCIENTIST" or VDS. Developed by UBIC based on knowledge acquired through its litigation support services, the VDS program incorporates experts' tacit knowledge, including their experiences and intuitions, and utilizes that knowledge for big data analysis. UBIC continues to expand its business operations by applying VDS to new fields such as healthcare and marketing.

UBIC was founded in 2003 as a provider of e-discovery and international litigation support services. These services include the

preservation, investigation and analysis of evidence materials contained in electronic data, and computer forensic investigation. UBIC provides e-discovery and litigation support by making full use of its data analysis platform, "Lit i View®", and its Predictive Coding technology adapted to Asian languages.

For more information about UBIC, contact u-contact@ubic.co.jp 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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