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UBIC and Samurai Incubate Sponsor AI Hackathon for Young Engineers

NEW YORK, May 28, 2015 (GLOBE NEWSWIRE) -- UBI C, Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of artificial intelligence (AI)-based big-data analysis services, together with Samurai Incubate Inc., co-hosted a business competition event called the "AI Hackathon" on May 23 and 24, 2015. In this event, participants — mainly young engineers — competed to propose ideas for the application of artificial intelligence in a business context and to create sophisticated AI-based software programs.

The theme of this Hackathon was "resolving business challenges through the use of AI." As the practical application of AI to business is still in its early stages, there remains tremendous untapped potential in terms of how AI can be applied to address challenges in the business world. Attracted by the novelty of this theme as well as the opportunity to learn more about AI technology, a large number of people, particularly young engineers, applied to join this event.

The 50 participants who were accepted into the competition were divided into 10 teams, each competing to propose unique ideas for using AI to resolve business challenges and develop sophisticated software programs. During the competition, the teams received advice from two mentors: Yutaka Matsuo, Associate Professor at the University of Tokyo, and Yuichiro Masui, Chief Technology Officer at Toreta, Inc.

The grand prize was awarded to Team "Humorous", the members of which were Mr. Mukaiyama, Mr. Sato, Mr. Yoshioka, Mr. Kurisu, and Mr. Omatty. Team Humorous aimed to develop a service to optimize communication between men and women, by employing AI scoring capabilities. Their software program drew high praise in response to its realistic issue settings, attractive service planning, and professional engineering mindset of early API trial and error.

Dr. Yutaka Matsuo, Associate Professor at the University of Tokyo's Graduate School of Engineering, stated, "The hackathon witnessed many insightful presentations in terms of machine learning and AI deployment. This event helped me recognize the great potential for big data and machine learning to be applied to business scenarios and I am confident that many other observers and participants walked away with a similar feeling."

Mr. Yuichiro Masui, Chief Technology Officer at Toreta, Inc, stated, "We have seen new technologies transform our lives in every decade from the Internet, to smartphones, and now artificial intelligence. AI has the potential to be the next big thing that may change our lives by introducing products and services which we have never seen before. I hope some of the hackathon's participants continue to explore developing AI applications and introducing exciting AI-powered innovations."

UBIC will continue to contribute to resolving business challenges through the use of AI technology by sponsoring events similar to the AI Hackathon.

About UBI C, 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 UBI C 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. UBI C 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. UBI C 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 UBI C, 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 UBI C expects to manage this year and the potential uses for UBI C'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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