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UBIC and BI.Garage Form an Alliance to Launch the First SNS Marketing Support Service in Japan to Use Artificial Intelligence

NEW YORK, Sept. 7, 2015 (GLOBE NEWSWIRE) -- UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of AI-based, big data analysis services, and BI.Garage, Inc. ("BI.Garage") announced today that they have formed a business alliance to provide a social networking site (SNS) marketing support service that combines BI.Garage's expertise in social media marketing and UBIC's artificial intelligence (AI) technology. This will be the first AI-based SNS marketing support service in Japan.

Initially, BI.Garage will equip Tweetmanager, a Twitter account operation support tool that it has developed and provided since 2009, with a new function to work in collaboration with UBIC's Virtual Data Scientist (VDS) and related technologies. VDS technology allows Tweetmanager to quickly analyze the massive volume of text posted on Twitter. Companies using Tweetmanager will be able to analyze their marketing strategies by reviewing and incorporating the information provided by VDS related to Twitter users. Companies with access to this user information will be able to make more effective business actions.

As a result of increased use of SNS in recent years, many companies and organizations have been attracted by the marketing potential of SNS, and are operating SNS accounts through various platforms, such as Twitter. Meanwhile, since processing and analyzing the huge volume of text data available on SNS requires a tremendous amount of time and expense as well as knowledge and experience, there are practical limits to using SNS accounts for marketing purposes. This new collaboration between Tweetmanager and VDS will make it possible to identify valuable data found in tweets, which contain information that can enhance marketing initiatives, and to use the collected data to post messages that increase the engagement rate between users and companies.

In the future, BI.Garage and UBIC hope to strengthen their alliance and will continue to cooperate in the development of systems and services in the social media field, including the development of a system to automatically audit tweets and notify corporate social media account operators of messages that could pose a risk to their operations.

Tweetmanager

Tweetmanager is a Twitter account operation tool that supports companies and organizations operating Twitter accounts in their marketing activities by facilitating smooth operation and management of Twitter accounts and by measuring the effects of the activities.

VDS

VDS is an AI-based program that performs such intellectual tasks as identifying and sorting necessary information from among the mass of information. Under the U.S. legal discovery system, which requires disclosure of evidence in litigation cases, it is necessary to find emails and document data containing relevant evidence from among a huge volume of electronic data in a prescribed period of time. As the volume of electronic data continues to grow year after year, the approach of relying primarily on manpower, including lawyers, to perform the process of data review has approached its limits. Moreover, the necessary data varies from case to case depending on the nature of the case (patent infringement, anti-trust, etc.) and the circumstances of the company involved. UBIC has tackled these challenges and has succeeded in developing AI technology which incorporates human professionals' tacit knowledge, including experience and intuition, which excels in flexibility and calculation efficiency and which is well-suited for making future projections.

BI.Garage, Inc.

BI. Garage, Inc. is a data science business joint venture that Digital Garage, Inc. established together with Dentsu Inc., Cyber Communications Inc. and Asatsu-DK Inc. It provides Tweetmanager, a Twitter account operation tool.

About UBIC, Inc.

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its technology, "VIRTUAL DATA SCIENTIST" or VDS. UBIC's VDS technology is driven by UBIC AI based on knowledge acquired through its litigation support services. The VDS 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 usinfo@ubicna.com or visit <http://www.ubic-global.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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