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UBIC Implements "KIBIT" AI Engine on Kenkojiman.com

Utilizing Artificial Intelligence to Recommend Articles Relevant to Individual Users

TOKYO, Feb. 18, 2016 (GLOBE NEWSWIRE) -- UBIC, Inc. (Nasdaq:UBIC) (TSE:2158), a leading provider of international litigation support and big-data analysis services, and Rappa, Inc., a wholly-owned subsidiary of UBIC engaged in AI-based digital marketing, announced today that they have enhanced the functionality of their site Kenkojiman.com, a community website for healthcare-related information, by implementing UBIC's "KIBIT" AI engine.

Kenkojiman.com was launched on November 4, 2015, as a community website where users can use and provide information concerning medicine, healthcare and beauty care. Now that the website has been connected with the KIBIT engine, which can learn human intuition and thinking and identify relevant user information from among a huge volume of data, it is able to recommend articles to individual users by identifying their preferences and interests based on their browser bookmarks and previous comments on community forum.

When users visit Kenkojiman.com, the image of Kibiro, an AI robot created by UBIC, will appear. By inputting their preferences and interests, registered users will be able to receive articles recommended by the KIBIT AI engine free of charge. Amid the flood of healthcare-related information available online, Kenkojiman.com is evolving into a new type of healthcare community site that provides users with relevant information every day while increasing recommendation accuracy based on continuous input of data on personal preferences and interests.

Furthermore, UBIC and Rappa aim to develop an AI system that enhances the function of matching users with content best suited to them and strengthens the connection between users by using KIBIT to analyze personal preferences and comments and identify thinking and behavior patterns of a wide range of people through the operation of Kenkojiman.com. In the future, the companies will expand their marketing efforts, both inside and outside the healthcare field. They also aim to provide the KIBIT engine to e-commerce, news and buzz marketing websites based on knowhow acquired through the operation of Kenkojiman.com.

About Kenkojiman.com

Providing healthcare-related information in a wide variety of categories:

The website provides users with information collected from around the world and classified into seven categories: beauty, body, exercise, food, mind, medicine and unhealthy behavior. Current information will be provided primarily through original articles concerning medicine, healthcare and beauty care that is useful for everyday life.

Providing a place for information sharing and communication:

The site provides users with a platform to contribute information and communicate with one another about posted articles and personal experiences concerning health and beauty care. Users can deepen exchanges with each other through posted comments.

User-friendly interface for users of various age groups

The site has a user-friendly design that enables people of various age groups, from those in their 20s to seniors, to use it with ease. It provides a community forum for information sharing among people with similar interests or issues across age groups.

Displaying articles relevant to individual users

The site displays articles relevant to individual users from among the top news items of the day as the KIBIT AI engine identifies information suited to them based on their browser bookmarks and comments posted on social media.

Registration is necessary for users to bookmark articles and receive articles recommended by KIBIT, but is free of charge.

About UBIC, Inc.

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its technology, "KIBIT". UBIC's KIBIT technology is driven by UBIC AI based on knowledge acquired through its litigation support services. The KIBIT 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 KIBIT 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>.

About Rappa, Inc.

Rappa, Inc. applies UBIC's proprietary AI technology to digital marketing and engages in such businesses as providing digital curation services and operating community websites. It uses AI technology to identify people's interests and preferences and find necessary information from among the mass of data available on the Internet. Through such activity, Rappa aims to contribute to social development by providing people with opportunities to find information valuable for themselves and helping to unlock their creative potential. Rappa was founded on September 1, 2015, as a wholly-owned subsidiary of UBIC with capital of JPY10 million.

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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