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UBIC's AI Robot Kibiro to Be Displayed at TEPIA Advanced Technology Gallery

Kibiro will Greet Visitors and Recommend Exhibits and Events

TOKYO, April 21, 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 UBIC subsidiary engaged in AI-based digital marketing, announced today that "Kibiro," an artificial intelligence (AI) robot that they are jointly developing, will be displayed at the TEPIA Advanced Technology Gallery in Tokyo from April 2016 to March 2017.

The TEPIA Advanced Technology Gallery is currently undergoing renovation, and will be reopened later this month as an experience-based exhibition facility where high school students and others can witness first-hand the applications of cutting-edge technology. Following the reopening, Kibiro will be displayed in a technology showcase zone entitled "Transcending the Limits of Time and Space" as an example of AI technology's potential to change the future. Its exhibit at the TEPIA Advanced Technology Gallery will be the first opportunity for Kibiro to be introduced to ordinary people.

Kibiro is an AI-powered robot capable of understanding "kibi," which is a Japanese term referring to the subtle elements of human behavior and personality. Based on information obtained through communication with its users, Kibiro identifies their interests and preferences with high accuracy. Kibiro then quickly finds products and stores that are likely to match users' needs from a vast archive of information accumulated by its advanced digital curation function. UBIC and Rappa have been developing Kibiro with the aim of releasing it for sale to commercial users in the first half of 2016 and to consumers in the second half of the year. At the exhibition, Kibiro will collect data concerning visitors' ages and interests and recommend exhibits and events at the TEPIA Advanced Technology Gallery. While developing the latest product version, UBIC will gradually add functions, including collaboration with tablet PCs and a curation function using KIBIT, UBIC's AI engine.

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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