



FOR IMMEDIATE RELEASE

KANA Announces Upcoming Webinar Focused on "Using Knowledge Management in the Real World"

Customer Service Leader in Conjunction with KMWorld to Discuss How to Maximize the Business Value of a Well-Planned Knowledge Management Strategy

MENLO PARK, Calif.--February 13, 2008--KANA Software Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that it will host a webcast on "Using Knowledge Management in the Real World," on Tuesday, February 19th, 2008 at 11:00 AM PT/ 2:00 PM ET. The event will be held in conjunction with KMWorld Magazine.

John Chmaj, Chief KM Strategist, KANA, will explore how support organizations can realize the full benefits of Knowledge Management, in order to drive even greater service quality and efficiency. Mr. Chmaj will discuss how technology, business process, support culture, content, measurements and leadership need to work together to enable effective knowledge management. In addition, he will identify success strategies to create a more effective overall approach.

Who: John Chmaj, Chief KM Strategist, KANA and Andy Moore, Publisher, KMWorld

What: "Using Knowledge Management in the Real World."

When: Tuesday, February 19th, 2008 11:00 AM PT/ 2:00 PM ET

Where: Register for this informative one-hour web-seminar at:

<http://www.kmworld.com/webinars/kana/19feb2008>

The webinar will explain how support organizations can move beyond basic knowledge capture and delivery capabilities to truly drive customer and customer agent success. Attendees will learn:

- How knowledge management can increase the speed with which customer concerns are addressed, as well as the accuracy of the responses;
- How each component of the knowledge management environment can work together to optimize the value and effectiveness of knowledge management initiatives;
- Key strategies for avoiding common pitfalls and achieving a clear path to success.