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**Barclays chooses KANA to provide UK customers with safe,
secure online communication**

*Barclays to enhance customer service and increase satisfaction with
KANA Secure Messaging*

MENLO PARK, Calif. – October 29, 2008 – KANA Software Inc has been selected by Barclays to provide its Secure Messaging technology in the UK.

KANA will provide Barclays with the technology to support its customers to use its online channel with the peace of mind of a secure environment and communication. With accompanying personalised services and marketing campaigns, the initiative is a keystone of Barclays multi-channel customer communication strategy to improve customer satisfaction, reduce customer attrition and increase online sales.

Secure Messaging will be used by Barclays Personal, Premier and Local Business customers in the UK. Over four million customers are expected to have access to the system by 2010.

KANA Secure Messaging combines email management with secure Web portals and provides simple and effective secure customer communication through Web channels, delivering private communications without the need for encryption applications.

The integration of KANA software with Barclays current systems will also enable Barclays customer-facing teams to have full visibility of customer communication across all channels through secure messaging.

Barclays is adopting a multi-channel strategy to give its customers the choice on how to engage with customer service through their preferred channel as well as the ability to switch seamlessly to another channel. Barclays customers currently use the branch and telephony channels for secure communication. KANA Secure Messaging will provide Barclays customers with an additional choice of channel to communicate with the bank securely through an online session.

Mike Fields, Chief Executive of KANA Software Inc. said: "KANA customers recognise the importance of customer service to their bottom line. In today's current market climate, a strong business case is vital to motivate a financial services company to invest in technology. We have worked very closely with Barclays to demonstrate the benefits, return on investment and the demand for secure online communication as consumers change the way that they bank. Barclays is an organisation that is dedicated to listening and providing services to meet its customers' demands. Barclays selection of KANA Secure Messaging reflects the demand for safe, secure communications in today's customer service environment."