



FOR IMMEDIATE RELEASE

Leading Companies to discuss customer service strategies and best practices at KANA Summit

MENLO PARK, Calif. – October 15, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced the line-up of customers speaking at its popular annual user conference, the KANA Customer Summit. This year's event will be held October 19-22, 2008 at the historic Dolce Hayes Mansion in San Jose, CA.

KANA customers participating in case studies and panel discussions include executives and customer service professionals from AT&T, BrightHouse Networks, The Carphone Warehouse, Sprint, Wachovia, JetBlue, JPMorgan Chase, Starwood Hotels, UnitedHealth Group, and Xerox.

KANA customers from some of the world's best-known brands will address customer service best practices and discuss the technologies and practices they use to master the service experience for their customers.

Highlights include:

- **KANA Customer Panel -- Mastering the Service Experience: The Changing Face of Customer Service**
This panel discussion will focus on how expectations for customer service have changed in the last 12 months and how KANA customers have dealt with the changes. During this discussion, attendees will learn about the connection between customer service and brand value, key performance indicators (KPIs) for customer service, how companies are delivering exceptional service in a challenging economic climate, as well as new technologies and best practices that have been implemented for improving the service experience.
- **JetBlue Case Study: Planning to Measure and Measuring to Plan**
JetBlue Airways will address the strategic plan for its knowledge management initiative and how they measure results. Jonathan Shamo of JetBlue and Keith Holt of KANA will discuss goals set, what specific features were included in the knowledgebase design, how those features mapped back to the goals, the results that measurement revealed, and how those results influenced further planning.

- JPMorgan Chase Case Study: Managing KANA Response in a Complex Environment

Customer expectations of the email channel are changing. Participants will learn about best practices to enable them to meet these expectations. In this session, JPMorgan Chase's Farley Lobdell and KANA's Kate Leggett will highlight how JPMorgan Chase put best practices into action in its highly complex implementation. The session will discuss JPMorgan Chase's email strategy, drill into the specifics of JPMorgan Chase's Response setup, staffing and ongoing training programs, success of adopted productivity tools, and specific reporting that is used to manage JPMorgan Chase's implementation.

"Our customers have a wealth of knowledge to share about their strategies and tactics for enhancing customer service and driving customer retention. This insight and experience is even more critical in uncertain economic times," said Michael Fields, KANA CEO. "It's very rewarding to see customers returning to participate in the KANA Summit year after year, to network and learn from their peers across industries."

For more information on the KANA Customer Summit 2008 or to register for the event, please visit www.kana.com/summit08 or email customersummit@kana.com .