



KANA Software Named a Service Leader by *CRM* Magazine for the Third Consecutive Year

KANA Wins “Web Interaction Management” Category and is Recognized as a Leader in “Web Self-Service”

MENLO PARK, Calif. – April 7, 2009 – [KANA Software, Inc.](#) (OTCBB: KANA.OB), a world leader in multi-channel [customer service](#) solutions, today announced it has been named a Service Leader by *CRM* magazine for the third consecutive year. KANA won the “Web Interaction Management” category and was listed as a leader in the “Web Self-Service” category.

Each year, *CRM* magazine recognizes companies that meet and exceed customers’ demands for exceptional service and customer experiences. The magazine’s Service Awards are based on a composite score of analyst ratings for satisfaction, depth of functionality, and company direction; [Customer Relationship Management](#) (CRM) revenues; and year-over-year growth. The awards were unveiled in the [April 2009 edition](#) of *CRM* magazine.

“The CRM market has remained on solid ground despite the global recession because of its direct impact on sales and revenue growth. We are proud to honor KANA and its fellow industry leaders with our 2009 Service Leader awards,” commented David Myron, the Editorial Director at *CRM* magazine. “KANA continues to prove that it is a forward-thinking company with technology that has been validated by customers and third-party analysts.”

KANA won the “Web Interaction Management” category on the strength of first-place rankings in the subcategories of “Depth of Functionality” and “Company Direction.” John Ragsdale, Vice President of Technology Research at the Service & Support Professionals Association (SSPA), the leading industry association for customer service and support, remarked, “KANA’s feature-rich applications always put them on the short list for companies needing scalable, flexible solutions.” Ragsdale added that KANA’s co-development plans with IBM will give KANA an “edge on architecture” that will produce “some very dynamic Web 2.0 solutions” later this year.

Additionally, KANA was recognized as a leader in the “Web Self-Service” category. Sheryl Kingstone, Director of Enterprise Research at Yankee Group, said, “With years of expertise in this space, KANA is recognized as one of the great overall platforms offering a full breadth of capabilities in Web self-service.”

“Customer retention is more critical than ever,” said Michael Fields, KANA’s CEO. “Quality offerings and exceptional customer service are the two most important ways to retain and build customer relationships. Our easy-to-use, multi-channel customer service solutions are used by half of the Fortune 50 and our customers typically report double-digit increases in customer satisfaction. That kind of tangible progress is invaluable in retaining customers, especially in today’s difficult economic climate.”

In late March, KANA and IBM announced that KANA has completed the integration of IBM’s Service Oriented Architecture (SOA) Foundation and DB2 database software into its core Service Experience Management solution, KANA Service™. This marked a major milestone in the rollout of the companies’ Service Experience Management (SEM) strategy. The new solution will enable companies to design and deliver ideal service experiences that drive customer retention and cost savings. KANA Service is scheduled for release in the second quarter of 2009.

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About KANA Software, Inc.

KANA Software, Inc. is a world leader in multi-channel customer service solutions. KANA's solutions allow companies to deliver consistent service across all channels, including email, chat, call centers, and Web self-service, giving their customers the freedom to choose the service they want, how and when they want it. KANA's clients report double-digit increases in customer satisfaction, while reducing call volumes by an average of 20%. KANA's award-winning solutions are proven in hundreds of companies worldwide, including approximately half of the Fortune 50. For more information, visit www.kana.com or call 1-800-737-8738.

About CRM Magazine

CRM magazine is the leading publication of the customer relationship management industry, covering sales, marketing, customer service, and strategy. The magazine also administers and hosts the annual CRM Evolution conference (<http://www.destinationCRM.com/conferences>). Each of these properties is designed to serve customer-centric business initiatives, and leaders who recognize CRM as a key strategy for creating enhanced customer value in any industry. For more information about the magazine, its editorial calendar, or CRM in general, please visit us on the Web at <http://www.destinationCRM.com>, or on Twitter at @CRM (<http://twitter.com/CRM>) and @destinationCRM (<http://twitter.com/destinationCRM>). The destinationCRM Web site (which is updated daily) and the monthly magazine are properties of CRM Media, a division of Information Today, Inc.

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