



FOR IMMEDIATE RELEASE

KANA Signs Seven Figure Deal with Fortune 100 Telecommunications Provider

MENLO PARK, Calif. - March 25, 2008 - KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that it has closed a seven-figure transaction with an existing telecommunications customer for software licenses, reflecting continued demand for KANA's multi-channel solutions within its customer base.

One of the top U.S. based telecommunications companies has chosen to expand its use of KANA solutions to include an email management system to encompass both its business and consumer subscribers. KANA's solution enhances the service experience and substantially increases operational efficiency - both of which are critical success factors in the very competitive wireless market.

Michael Fields, KANA CEO said, "We are pleased that another KANA customer has expanded its deployment based upon their hands on experience and documented business value. In this case, users across all business segments will actively use the product to decrease email response times and will be able to handle larger volumes of email with existing staff. The results further demonstrate that exceptional service experiences can reduce operational costs while increasing customer loyalty and retention."

In today's increasingly competitive marketplace, companies are looking at ways to strongly differentiate products and services. KANA enables companies to provide a quality service experience across every communication channel including phone, email and Web. The Company's solutions are deployed at many of the world's largest organizations to increase customer satisfaction by providing fast, accurate answers to customer questions.

