



**FOR IMMEDIATE RELEASE**

## **KANA Expands Education and Training Programs**

*Learning 2.0 options blending traditional classroom education with community and technology enhancements*

**MENLO PARK, Calif. – January 24, 2008** – KANA Software Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced the launch of new education and training programs that enhance traditional classroom education with the latest technology, community, and value-added support services. Responding to customer demand for flexible learning options, the company introduced a rich portfolio of educational services designed to help customers get the most from KANA's multi-channel service solutions.

The new programs include an expansion of KANA Education Essentials, which provides Instructor-Led Training (ILT) at KANA training centers worldwide, as well as distance learning and on-site training at customer locations. Education Essentials provides core curricula for all KANA user roles, including customer service agents, managers, and system administrators.

The Education Essentials Program now includes supported learning options which provide a training 'safety net' for students after they finish classroom training. Supported learning includes online access to instructors in regular 'help' sessions, enabling students to ask follow-up questions, discuss hot topics, and learn how to get the most from their KANA applications.

In addition to the core Education Essentials curriculum, the company introduced KANA Education Plus to provide a menu of value-added services to customize and extend the training experience. KANA Education Plus services include:

- Personalized training assessments
- Customized programs and classes
- Online learning management
- Podcasts
- Interactive Feedback groups
- Train-the-trainer programs and communities

“We have designed these new programs with our customers’ needs in mind to offer value-added education services,” says Stuart Mills, Vice President of KANA Education Services. “These courses ensure employees receive effective training through an assessment of their needs and are available at their convenience to maximize performance.”

“KANA has a passion for ensuring that our customers achieve peak performance when working with KANA solutions,” said Marchai Bruchey, CMO, KANA. “Our experienced instructors, in-depth courses, and custom learning programs are based on customer feedback and enable organizations to connect employees with the knowledge they need to perform most effectively.”

KANA Education facilities are located in the western, central, and eastern United States and in Maidenhead, United Kingdom. Classes are also available through web-based distance learning and can be delivered onsite to eliminate travel time and costs.

KANA Education course guide and class schedules the course guide are available at [www.kana.com](http://www.kana.com).