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KANA Honored by KMWorld Magazine as one of the “100 Companies That Matter in Knowledge Management”

For fifth consecutive year, KANA recognized for market leadership in knowledge solutions for customer service

MENLO PARK, Calif. – February 25, 2009 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced it has been named to KMWorld magazine’s list of “100 Companies That Matter in Knowledge Management,” for the fifth consecutive year. The KMWorld 100 recognizes organizations at the forefront of knowledge management innovation, and is compiled through discussions with knowledge management practitioners, theorists, vendors, customers, industry analysts and editors. More than 1,500 companies are considered annually for this honor. KANA was recognized for enabling enterprise organizations to create consistent, knowledgeable conversations with customers across multiple channels.

“It is an honor to be recognized again by KMWorld for our track record of innovation and leadership in the knowledge management space,” said Suzanne Deppe, vice president of Corporate Marketing at KANA. “Knowledge is an essential element of every customer service experience, and yet many service organizations find it challenging to consistently deliver the right knowledge, at the right time, in the right context. KANA’s solutions solve this challenge—making it easy for companies to blend knowledge into their service operations and meet their goals for cost reduction, customer satisfaction and standards compliance.”

“Knowledge management is the foundation of quality customer service, and KANA represents a company at the forefront of innovation within knowledge management,” said Hugh McKellar, editor-in-chief of KMWorld. “We are recognizing KANA for its continued excellence in this industry. KANA continues to deliver value to its enterprise customers and for that we congratulate them.”

About KANA

KANA is a world leader in multi-channel customer service. KANA's integrated solutions allow companies to deliver consistent, managed service across all channels, including email, chat, call centers and Web self-service, so customers have 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 more than 600 companies worldwide, including approximately half of the world's largest 100 companies. For more information visit www.kana.com .

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