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KANA Named to KMWorld's "100 Companies That Matter in Knowledge Management"

For fourth consecutive year, KANA recognized for market leadership in multi-channel knowledge solutions

MENLO PARK, Calif. – March 11, 2008 – 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 fourth 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 channels.

"Knowledge is a key ingredient in creating a superior customer experience, and KANA enables companies to deliver the right knowledge to customers, regardless of channel," said Marchai Bruchey, chief marketing officer, KANA. "We are honored to be recognized again by KMWorld for our long-term commitment to service excellence and innovation."

"We have long held that the true essence of knowledge management is an attitude, a single-minded commitment to improvement. We are recognizing KANA for its abiding determination to serve its most important constituency: its customers," said Hugh McKellar, editor-in-chief of KMWorld. "KANA has demonstrated agile innovation, combined with an understanding of the forces that affect and bring value to enterprise customers. We congratulate KANA on its achievements."