



FOR IMMEDIATE RELEASE

KANA Named a Service Leader by CRM Magazine

KANA Recognized as a leader in Web Self-Service and Web Interaction Management

MENLO PARK, Calif. – May 12, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that it was named a Service Leader by CRM Magazine for the second year in a row.

Each year, CRM Magazine recognizes companies that meet and exceed customers' demands for exceptional service and customer experience. The 2008 Service Awards are based on a composite score of CRM revenues, year-over-year revenue growth and analyst ratings for satisfaction, depth of functionality and company direction.

KANA was named a Service Leader in the "Web Self-Service" category, earning top marks for "Reputation for Depth of Functionality." In the "Web Interaction Management" category, KANA again led in the "Reputation for Depth of Functionality" rankings, while also tying for top honors in the "Reputation for Company Direction" ranking. The article, published in the April 2008 issue of CRM Magazine, also lauds the company for its unveiling of a new management team and its acquisition of management consulting and systems integration firm, eVergance Partners. Additionally, Sheryl Kingstone, director of enterprise research at the Yankee Group, recognizes KANA's products for having "...the tools that a company needs to focus on the customer experience, from the agent desktop through service resolution and search."

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.

"KANA is dedicated to providing its customers with the most robust, comprehensive and cutting-edge technology that enables them to meet their own customers' needs quickly, while ensuring the highest levels of satisfaction," said Michael Fields, CEO of KANA. "We are honored to be recognized by CRM Magazine as a Service Leader in both Web Self-Service and Web Interaction Management. This is further proof that KANA continues to innovate and respond to customers' needs while gaining greater market share across the industry."

