



FOR IMMEDIATE RELEASE

KANA Recognized by Leading Industry Publications for Innovation, Growth, and Customer Impact

Honored by Customer Interaction Solutions, Software Magazine, and KMWorld

MENLO PARK, Calif. – Dec. 1, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, is pleased to announce the company was honored with three industry awards, including the 2008 Innovation Award from Customer Interaction Solutions, “Software 500” recognition from Software Magazine, and the KMWorld Reality Award for the results achieved by JetBlue Airways with KANA’s knowledge management solutions. KANA Software was honored for its business momentum, technology innovation, and for providing demonstrable business benefits at some of the world’s largest and best-known companies.

The 2008 TMC Labs Innovation Award was created to recognize groundbreaking technology innovation in the contact center industry. KANA was selected for its knowledge management, case management, and eService solutions, which are used to increase customer satisfaction and retention while reducing costs. KANA solutions blend knowledge management capabilities across the end-to-end service experience to ensure that customers and agents have the right information to resolve issues on the first contact.

KANA was recognized as a “Software 500” leader by Software Magazine for its total worldwide software and services revenue, a recognition KANA has received for the ninth consecutive year. Additionally, JetBlue received the KMWorld Reality Award for its implementation of KANA’s customer service solution and its commitment to superior customer service. KANA customers have consistently demonstrated superior business value in the KMWorld competition -- KANA customer Xerox was named a finalist for the Reality award in 2007, and customer TD Waterhouse was a winner in 2006.

“We are honored to be recognized by Software Magazine, KMWorld, and Customer Interaction Solutions this year for our continued business momentum, the quality of our technology, and the dramatic impact it has on our customers’ ability to deliver a superior service experience,” said Michael S. Fields, chief executive officer, KANA. “The greatest validation of a company’s technology is the results its customers achieve. We look forward to continuing to work with our clients to help them achieve their customer service goals.”

These recognitions continue a succession of industry recognition in 2008, including the KMWorld 100 Companies That Matter in Knowledge Management, CRM Magazine's Service Leader Award, the 2008 CRM Excellence Award from Customer Interaction Solutions, as well as a finalist ranking for The 2008 American Business Awards.

Additionally, KANA was named a 2008 leader in Interaction-Centric customer-service solutions by Forrester Research ("Forrester Wave: Customer Service Software Solutions, Q4 2008," October 21, 2008, Senior Analyst Dr. Natalie L. Petouhoff).

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.