



FOR IMMEDIATE RELEASE

KANA Software to Host Conference Call to Discuss Expanded Global Strategic Alliance with IBM

MENLO PARK, Calif. – March 17, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that Michael S. Fields, CEO of KANA Software, will hold a conference call in order to discuss KANA and IBM's expanded Global Strategic Alliance.

KANA and IBM will jointly market, sell, and support Service Oriented Architecture (SOA)-based customer service solutions built on open technologies from both companies. In addition, KANA has signed a new original equipment management agreement (OEM) with IBM. As part of the expanded strategic alliance and the new OEM agreement, KANA and IBM will build a new generation of customer service solutions, embedding IBM open technologies to provide highly scalable and secure SOA capabilities for customers. Financial terms of the agreement were not disclosed.

The conference call will take place today as follows:

Who: Michael S. Fields, Chief Executive Officer of KANA Software

What: Conference call to discuss the expansion of the Global Strategic Alliance between KANA and IBM

When: Monday, March 17th, 2008, 4:30 PM Eastern Daylight Time (1:30 PM Pacific Daylight Time)

Dial-in: 617-801-9714; passcode: 64753106, or via web cast on the investor relations section of KANA's website

A replay of the web cast will also be available at www.kana.com following the completion of the call. (Replay dial-in: 617-801-6888; passcode: 10649551).