



FOR IMMEDIATE RELEASE

KANA Software Names Charles Isaacs Chief Customer Officer

MENLO PARK, Calif. – August 1, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that it has named technology industry veteran and customer service guru, Charles Isaacs, to the position of chief customer officer. In his new role, Mr. Isaacs will be responsible for the end-to-end service experience for KANA customers worldwide. Effective immediately, the global customer support and customer experience teams will report to Mr. Isaacs.

Charles Isaacs has been with the company since 2004 and brings a deep understanding of KANA's technologies and customer base to his new role. Previously, Mr. Isaacs served in the capacity of chief technology officer where he was responsible for KANA's research and development programs. He has held leadership roles in the customer service technology industry for over 15 years and in 2007 received the KANA CEO award, the company's highest honor, for his work helping customers achieve maximum business value with their KANA solutions.

"Charlie's knowledge and commitment to our customers' success was instrumental to his selection as KANA's chief customer officer," said Michael Fields, chief executive officer, KANA Software. "He brings a passion for our customers and the industry. His appointment reflects our commitment to providing a superior customer service experience."

According to a February 2008 Forrester Research report titled *Obstacles To Customer Experience Success, 2008*, "[Customer experience] improvements need to encompass more than just frontline employees and customer-facing processes. That's why customer experience requires a cross-functional initiative. Given the enterprise-wide span of these efforts, firms need a dedicated executive to lead the effort."

Charles Isaacs said, "KANA helps many of the world's largest enterprises become more customer-centric and are committed to providing our clients with similar service experiences. Our customers not only expect it, they require it. As chief customer officer, I look forward to taking the KANA service experience to the next level in the months to come."