



FOR IMMEDIATE RELEASE

KANA Software to Present at RBC Investor Conference

MENLO PARK, Calif. – August 1, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced Michael Fields, CEO and Chairman, and Michael Shannahan, CFO, will participate at the RBC Technology, Media & Communications Conference on Wednesday, August 6, 2008, at 1:30pm PDT at the Four Seasons Hotel in San Francisco.

A live webcast of the presentation can be accessed on the investor relations portion of the company's website at www.kana.com. A replay of each presentation will be available for 30 days.

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

NOTE: KANA is a registered trademark of KANA Software, Inc. All other company and product names may be trademarks of their respective owners.