



FOR IMMEDIATE RELEASE

KANA Webinar to Address Optimizing Search for the Customer Service Environment

MENLO PARK, Calif. – September 15, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that Keith Holt, director, Product Strategy, KANA, and Andy Moore, Publisher of KM World Magazine will take part in the Webinar “The Search is On. Optimizing Search Operations for the Customer Service Environment,” Tuesday, September 16, 2008 at 11:00 a.m. PT / 2:00 p.m. ET.

This informative one-hour webcast will delve into the subject of optimizing search engines and knowledge bases specifically for use by customer service agents and customers, via web self-service portals. The panelists will give attendees specific strategies to help agents and customers find the answers they want faster and easier than ever before. Keith Holt and Andy Moore will examine several best practices that will help attendees:

- Learn how to avoid the pitfalls of knowledge search, such as ‘second-guessing the answer’ and ‘creating searches on topics instead of key issues’.
- Discover how service agents can make knowledge elements easier to find and more relevant to the customer’s issue.
- Uncover the secrets of optimal search engine testing for the customer service environment.

To register for this one-hour Web-seminar, go to: <http://webinars.kmworld.com/kana/100/>.

Who: Andy Moore, publisher, KM World Magazine
Keith Holt, director, Product Strategy, KANA

What: “The Search is On - Optimizing Search Operations for the Customer Service Environment”

When: Tuesday, September 16, 2008 11:00 a.m. PT / 2:00 p.m. ET

Where: Please register at <http://webinars.kmworld.com/kana/100/>