



**FOR IMMEDIATE RELEASE**

## **KANA Wins 2008 CRM Excellence Award from Customer Interaction Solutions Magazine**

*For Ninth Consecutive Year, KANA Solutions Singled Out for Delivering  
Business Value to Customers*

**MENLO PARK, Calif. – July 10, 2008** – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, announced today that Technology Marketing Corporation (TMC)'s Customer Interaction Solutions® magazine ([www.cismag.com](http://www.cismag.com)) has named its knowledge solutions, part of the KANA Suite, a recipient of a 2008 CRM Excellence Award. KANA's solutions were recognized for providing demonstrable business improvements at some of the world's largest and best-known companies.

KANA offers intelligent solutions for multi-channel customer service, spanning phone, e-mail, collaboration, chat and Web self-service – all of which leverage a shared knowledge source to ensure quality, consistency and customer satisfaction. KANA enables companies to reduce costs while providing a superior service experience for their customers. KANA's highly scalable solutions help companies with hundreds and thousands of agents serve millions of customers, across billions of interactions.

"KANA has demonstrated to the editors of Customer Interaction Solutions that its products and services have substantially improved the processes of its clients' businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious asset—their customers," said Nadji Tehrani, founder and chairman of TMC, publishers of Customer Interaction Solutions. We're happy to give this honor to KANA again in 2008.

"We are pleased to be recognized year-over-year by Customer Interaction Solutions for providing technology that dramatically impacts the quality of the customer service experience around the globe," said Marchai Bruchey, CMO, KANA. "At KANA, we are committed to providing companies with the knowledge solutions that enable them to better serve their customers. This recognition is further proof of our commitment and dedication to exceptional multi-channel customer service."

The Ninth Annual CRM Excellence Award winners have been chosen on the basis of their product or service's ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer. The CRM Excellence Award is based on hard data demonstrating the improvements that the winner's product has made in clients' businesses. The CRM Excellence Award winners for 2008 can be found in the May and June issues of Customer Interaction Solutions magazine.

### **About Customer Interaction Solutions**

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit [www.cismag.com](http://www.cismag.com).

### **About TMC**

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in-person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and IMS Magazine. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. According to Quantcast\*, TMCnet reaches nearly one million U.S. unique visitors each month. TMCnet serves as many as three million unique visitors globally each month according to Webtrends. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, and Call Center 2.0 Conference. (\*Quantcast is an independent Web site that monitors U.S. Web traffic). For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

### **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](http://www.kana.com).