



FOR IMMEDIATE RELEASE

KANA Software to Attend Pacific Growth Equities Online & Mobile Business Optimization Conference

MENLO PARK, Calif.--March 5, 2008--KANA Software Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, announced today that CEO Michael Fields will attend the Pacific Growth Equities Online & Mobile Business Optimization one-on-one conference in New York on Thursday, March 6th, 2008.

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

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