

KANA RESPONSE HELPS CUSTOMERS WITH PCI STANDARDS

KANA Response High-Volume Email Management Platform Protects Credit Card Data

Menlo Park, Calif. – August 20, 2009 – [KANA Software](#), Inc. (OTCBB: KANA.OB), a world leader in innovative customer service solutions, today announced that new features in its popular [KANA Response](#) high-volume email management solution help customers to meet the data security standard set by the [Payment Card Industry](#) (PCI) Security Standards Council. The enhanced enterprise security features in KANA Response support compliance with the portion of the standard focused on “Protecting Cardholder Data.” Stronger security is critical as demonstrated by the enormous losses sustained in highly publicized data breaches at companies like Heartland Payments and TJX.

With The Privacy Rights Clearinghouse putting the number of compromised records at nearly 250 million since 2005, there is a clear need for enhanced security across any platform that gathers customer information. KANA also is supporting customer’s PCI compliance with the KANA Response Live chat platform and the KANA Secure Messaging web portal solution, which have additional features that enhance data security.

To support PCI compliance, KANA Response includes the following new capabilities:

- Secure Socket Layer (SSL) communication for data in transit between all nodes in KANA Response networks
- Overall strengthening of the encryption algorithm to AES-128 (maps to a top secret security standard as set by the National Security Administration)
- Encryption of part or all of all data within the KANA Response database, including attachments
- Restriction of mailboxes by department; KANA Response email agents can now select only those mailboxes assigned to their department
- Audit trails for user-generated notes appended to an email

“Supporting PCI compliance is part of a larger effort at KANA to enhance the level of security for all of our products,” said Mark Angel, CTO, KANA. “We talked to our customers and delivered a solution that meets their rapidly evolving security needs for PCI compliance and for good business practices.”

Links:

- Overview of KANA response
<http://www.kana.com/index.php/email-response.html>
- PCI Compliance White Paper:
<http://www.kana.com/index.php/wp-pci-data-security-compliance-in-kana-applications.html>
- KANA Response Datasheet:
http://www.kana.com/images/stories/pdfs/datasheets/KANA_Response_ds_04_09.pdf

To support PCI Compliance, existing KANA Response customers will need to upgrade to the newest version of KANA Response and obtain a new license key. An encryption utility is available to encrypt part or all data in an existing KANA Response database. New customers should contact KANA at 1.800.737.8738 or via the Web at <http://www.kana.com/index.php/contact-us.html>.

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About KANA Software, Inc.

KANA Software, Inc. is a world leader in innovative customer service solutions. KANA's solutions allow companies to deliver consistent service across all channels, including email, chat, call centers, and Web self-service, giving their customers 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 hundreds of companies worldwide, including approximately half of the Fortune 50. For more information, please visit www.kana.com or call 1-800-737-8738.

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