



**FOR IMMEDIATE RELEASE**

## **Target Selects KANA to Enhance In-Store Customer Experience**

**MENLO PARK, Calif. – October 2, 2008** – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that it has closed a 7-figure transaction with a leading retailer, Target. Known for its meticulous attention to customer experience, Target plans to use KANA's knowledge management solutions to more effectively place important information at the fingertips of store personnel and thereby enhance the service experience in its 1600+ US stores.

From its department-store roots to its award-winning online presence, Target is committed to delivering a great retail experience. The company strives to exceed its customers' expectations, providing the perfect blend of style, substance and satisfying shopping.

KANA solutions deliver a guided knowledge approach that dramatically reduces the time it takes to answer customer inquiries. The solutions enable employees to quickly diagnose problems and determine the right answer, taking into account the context of the situation. Using contextual search methodologies and automated best practices, employees can provide consistent, accurate answers without extensive training.

"Customers have higher expectations than ever before, and retailers have come to recognize that rapid, reliable and responsive service is a business imperative," said Michael Fields, KANA CEO. "In the highly competitive retail environment it is essential to deliver an outstanding in-store experience to ensure customer retention and loyalty."