



**FOR IMMEDIATE RELEASE**

**KANA ANNOUNCES APPOINTMENT OF MARK DUFFELL AS CEO, AND MICHAEL FIELDS AS CHAIRMAN OF THE BOARD**

**Menlo Park, Calif. – March 22, 2010** – KANA Software, Inc., a world leader in software solutions for Service Experience Management, today announced that Mark Duffell will replace Michael Fields as President and CEO. Mr. Fields will become non-executive Chairman of the Board and act in an advisory capacity.

After 4 years at the helm of KANA, Mr. Fields is stepping down for health reasons and will focus on KANA's transition. "I have decided that the best thing for me and my family is to follow medical advice and focus on getting better", Mr. Fields explained. "We've accomplished our goal of making KANA financially secure, and initiating a strategy for growth under the ownership of Accel-KKR. I look forward to assisting Mark and continuing to work with the company and its clients and partners."

KANA's Board of Directors announced the appointment of Mark Duffell as the permanent CEO, effective immediately. Mr. Duffell worked with Accel-KKR as the Operational Advisor around the purchase and privatization of KANA Software. Mark previously served as President & COO of Epicor Software Corporation, driving 39% compounded growth in revenue while achieving record levels of profitability. Over 26 years as a senior executive, he has led every function within a software business, including worldwide sales and marketing, strategic planning, international operations, development and support. "I look forward to executing on KANA's compelling vision for delivering the next generation of customer service. With Accel-KKR's backing, KANA has a superb opportunity to grow. We will work to retain and expand KANA's installed base of premier clients, and insure that they continue to get strategic value from KANA's solutions for managing the service experience," said Mr. Duffell.

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**About KANA Software, Inc.**

KANA is a world leader in service experience management. KANA's integrated solutions allow companies to deliver consistent 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 percent. KANA's award-winning solutions are delivering value in more than 600 companies worldwide, including almost half of the world's largest 100 companies. For more information, visit <http://www.KANA.com>.

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