



**FOR IMMEDIATE RELEASE**

**KANA ANNOUNCES APPOINTMENT OF CHIP GREER AS SENIOR VICE PRESIDENT OF SALES**

*Company Consolidates Sales Operations  
Under Industry Veteran*

**Menlo Park, Calif. – April 28, 2010** – KANA Software, Inc., a world leader in software solutions for Service Experience Management, today announced today that it has named industry veteran Chip Greer as Senior Vice President, Worldwide Sales. Chip will be accountable for the development and execution of KANA's sales strategy and team and will report directly to Mark Duffell, Chief Executive Officer of KANA Software.

“With more than 20 years of experience and success in enterprise software sales management, Chip brings strategic sales innovation, creativity, leadership and execution to KANA,” said Mark Duffell, CEO, KANA.

Greer has a proven track record in strategic sales management contributing to significant revenue growth, which is evident from his most recent role as Vice President and General Manager at FAST Search and Transfer, (purchased by Microsoft in April 2008) where he contributed to the company's revenue growth by growing his team from \$9 million to \$45 million in revenue during his tenure.

As Vice President of Sales at Channelwave Software Corporation, Chip led the effort to produce a 300% increase in new license and services revenue. Prior to that, as Eastern Vice President of New Business Sales at Epicor Software Corporation he led the growth of his sales team from \$5 million to \$30 million while the company as a whole grew from \$30 million to \$200 million. In addition, Chip has also held strategic sales roles at Webhire, Software Plus and ADP. He holds a Bachelor of Science in Marketing from Fairfield University.

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**About KANA Software, Inc.**

KANA, the leader in Service Experience Management, provides solutions that deliver a customer-focused service experience that successfully balances customer interests with business goals. Service Experience Management uniquely unifies business process, case and knowledge management for customer service

organizations. It leverages KANA's expertise in delivering consistent service across all communication channels, including email, chat, call centers, and Web self-service. KANA's Service Experience Management solutions allow companies to control every step within each customer interaction to deliver the ideal service experience. KANA's clients report double-digit increases in customer satisfaction, increased revenue growth while reducing contact center costs by an average of 20 percent. 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 <http://www.KANA.com>.

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