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KANA ANNOUNCES NEW APPOINTMENTS TO GLOBAL MANAGEMENT TEAM

SUNNYVALE, Calif. – December 07, 2010 – KANA Software, the world leader in software solutions for Service Experience Management, today announces the following senior management appointments:

Phillip Murray is appointed Vice President, International Sales. In this newly created role, Murray will assume responsibility for the continued development, refinement and implementation of the company's international sales strategy and execution for the public sector vertical. Murray will be responsible for building KANA's global presence through the direct and indirect sales channels in key geographical markets.

David Moody, co-founder of Lagan, the global leader in Government to Citizen technology, which was recently acquired by KANA, is appointed Vice President of Solutions Marketing on a worldwide basis. David Moody's previous role at Lagan included responsibility for strategic innovation and partnerships, new technologies and marketing.

John Montgomery, Lagan co-founder, is appointed Vice President of Global Development. In this role, Montgomery will be responsible for driving product development for the entire KANA suite. In his previous role Montgomery was responsible for the product development function of Lagan, incorporating product management, product engineering and quality assurance.

Announcing the appointments, Mark Duffell, CEO of KANA, said: "I am delighted to announce the appointment of these talented executives to important global roles for the company. All three are natural innovators and will be instrumental in building the KANA business globally."

Since completion of KANA's acquisition of Lagan Technologies, Murray, Moody and Montgomery have played key roles in the integration of their teams across all functional areas. By leveraging the strong talent in both organizations, the combined organization will create a global structure that will best support customers of the combined businesses.

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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. In October 2010, KANA acquired Lagan Technologies, the leader in Government to Citizen technology solutions.

KANA is backed by Accel-KKR, a technology-focused private equity investment firm. For more information, visit <http://www.KANA.com>.

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