



Service and Support Industry Honors KANA as a Recognized Innovator

*World Leader in Service Experience Management Solutions
Acknowledged for Innovation in Battling Customer Service Complexity*

Las Vegas, Nev. – October 19, 2009 – [KANA](#) Software, Inc. (OTCBB: KANA.OB), a world leader in innovative [customer service](#) solutions, today announced it has been named a Fall 2009 Recognized Innovator by the Association for Services Management International (AFSMI), the Service & Support Professionals Association (SSPA) and the Technology Professional Services Association (TPSA). KANA, honored as a finalist for “Innovation in Battling Complexity,” was featured at this week’s Technology Services World conference in Las Vegas.

Recognized Innovators were selected by a panel of judges, including industry experts and AFSMI, SSPA and TPSA members.

"KANA has clearly raised the bar for the entire service and support industry by successfully leveraging innovative technologies that deliver documented business impacts," said John Ragsdale, vice president of technology research for AFSMI, SSPA and TPSA.

According to industry estimates, technology complexity has been rapidly increasing and the percentage of companies who say the products they support are highly complex has grown from 42 percent in 2003 to 62 percent today. Rising complexity affects many areas of service and support operations; KANA was honored for its success in helping companies thrive in these complex service and support environments.

"In this time of increasing product complexity, companies need solutions that add control and are extremely flexible," said Michael Fields, KANA's Chief Executive Officer. "These solutions should also reduce the burden on overworked IT departments. KANA is dedicated to providing its customers with the tools that will help them to improve customer satisfaction, reduce cost and maximize resources. We're very pleased to accept the Recognized Innovators distinction as a measure of our success."

More information on Technology Services World and the Fall 2009 Recognized Innovators can be found at www.technologyservicesworld.com.

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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.

NOTE: KANA is a registered trademark of KANA Software, Inc. All other company and product names may be trademarks of their respective owners.

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