



FOR IMMEDIATE RELEASE

KANA Software Education Services Announces the Launch of KANA University

Menlo Park, Calif. – July 19, 2010 – KANA Software, Inc., a world leader in Service Experience Management, today announced that it is launching training offerings in a university style format. The result is a KANA learning event so comprehensive, it can only be called KANA University. Held twice a year, KANA University will allow participants who wish to sharpen their KANA skills to meet and interact with peers from around the globe. KANA's initial University will be held in Overland Park Kansas, September 13-17 2010.

There's no substitute for face-to-face learning and classroom practice. Intensive, hands-on learning with KANA's Education Services Team will energize as it informs. In KANA's university setting, participants will benefit greatly from learning with and from other students. KANA's excellent instructors will pace the class and enlist participation, balancing student sharing, knowledge transfer, and hands on application. After class, attendees will have the opportunity to intermingle with participants from other organizations and industries.

In addition to full-length courses in KANA IQ, KANA Response and JReports, KANA will offer a number of complementary workshops. Topics will include: a Metrics and Measures Workshop, KANA Service Experience Management Roadmap Sessions, Knowledge Management Blue Print Workshop, and an Organizational Change Management workshop. KANA University will be held every summer and winter.

For more information about the KANA University, please contact education@kana.com.

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>.

NOTE: KANA is a registered trademark of KANA

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