



XEROX WINS SSPA STAR AWARDS WITH HELP FROM KANA

Winners Recognized for Innovative, Efficient Processes in Service and Support

Menlo Park, Calif. – June 18, 2009 – [KANA Software, Inc.](#) (OTCBB: KANA.OB), a world leader in innovative [customer service](#) solutions today announced that its customer, Xerox, won a 2009 STAR Award for Best Practices from the Service & Support Professionals Association (SSPA).

The STAR Awards for Best Practices recognize companies that have developed, implemented, and benchmarked the most innovative and efficient processes for service and support delivery. Xerox was honored for Best Service Delivery Optimization. It was chosen from among hundreds of companies by a committee of select industry experts, based on specific baseline data, a detailed description of the process, performance metrics, returns and benefits, and other information about what makes its best practices unique.

“When it comes to service the number one priority is the customer,” said Regina Estes, manager, Internet and Remote Services, Xerox. “Winning the ‘Best Service’ award reinforces our position as a supplier of [innovative](#) products and [services](#) backed up by the highest level of customer support.”

Xerox is also one of only four companies to be certified under J.D. Power and Associates Certified Technology Service & Support Program.

“Because our business is helping our customers improve the experiences of their customers, we share in their successes,” said Michael Fields, KANA’s CEO. “Process optimization and improved knowledge management are core elements of our approach to both products and services, so we are particularly pleased to see that these are the primary criteria on which Xerox was honored by the SSPA. The company has won multiple STAR awards, which demonstrates its commitment to best practices and world-class customer service.”

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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.

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