

FOR IMMEDIATE RELEASE

KANA Launches Lagan Connect2Tell Open311 Service *New Offering Champions Open More Accessible Government*

Sunnyvale, Calif. October 31, 2011 – Lagan, a Division of KANA Software, Inc. and the global leader in Government to Citizen Technology, today announces the launch of Connect2Tell Open311, an integration toolkit that enables government organizations across the world to receive and efficiently action requests from their citizens via social networks, third-party mobile applications and websites, in line with their existing working practices.

Open311 is a form of technology that provides open channels of communication for issues that concern public space and public services. Open311 primarily refers to a standardized protocol for location-based collaborative issue-tracking. Open311 is an evolution of the phone-based 311 systems that many cities in North America offer. Lagan has supported the Open311 standard since its inception in the US in 2009.

An implementation of the Open311 standard, Lagan Connect2Tell Open311 makes it possible for software developers to create apps that link their social network sites, mobile applications and websites direct to participating government organizations, thereby acting as “intelligent glue”.

“The Open311 standard aims to stimulate innovation as it provides an environment within which apps can be developed, similar to the concept of building the field in the movie ‘Field of Dreams’” said David Moody, VP Solutions Marketing. “As such, it has the potential to weave public services into more aspects of our lives, creating simple, convenient opportunities for citizens to access government services without adding cost to service delivery.”

Recent omnibus polling commissioned by Lagan indicates that a clear majority (77%) of the UK population approve of government investment in IT to improve their access to services. Approval is marginally higher amongst the 55+ age group, confounding the view that online services are viewed more favorably by the young or so-called “early adopters”. Similar polls in North America and

Australian reach similar conclusions. Since Open311 is focused on improving access to services it is very relevant and timely.

For more information on Open311, go to: <http://open311.org>.

About Lagan

Lagan, a Division of KANA Software, Inc., is the global leader in G2C (government to citizen) solutions connecting government and citizens worldwide. Lagan enables governments and citizens to communicate online, on the phone and on the move. With 200 public sector customers worldwide, Lagan helps local governments serve the everyday interests of more than 60 million citizens. Lagan's solutions for Service Experience Management have been designed to streamline the service delivery functions of government, enabling improved efficiency and more citizen-centric public services. Lagan manages the interactions between citizens and government and provides full support for a wide variety of government service delivery processes. Lagan's solutions have proven utility for state and local governments and offer a range of flexible delivery methods: on-premise, on-demand and hosted.

About KANA Software

KANA makes every customer experience a good experience. As the leader in Service Experience Management (SEM), KANA gives managers total control over the customer service process, so they can take care of their brand while taking care of their customers. By unifying and adapting customer journeys across the contact center, web site and social community, KANA's solutions have reduced handling time, increased resolution rates and improved Net Promoter Score (NPS) at more than 600 enterprises, including half of the Global 100 and more than 200 government agencies. KANA is based in Silicon Valley and has office worldwide. For more information, visit www.kana.com.

About Lagan Connect2Tell

Lagan Connect2Tell is a suite of applications including Connect2Tell Web, Connect2Tell iPhone and Connect2Tell Open311 that support Government Channel Shift strategies through the Web, smart phones and social media applications like Twitter and Facebook.

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