

For Immediate Release

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Spancion Selects KNOVA 7 Application Suite for Online Customer Support

Microsites, Self-Learning Search and Knowledge
Management to Help Technology Leader Optimize Support
through Customer-Centric Applications

Cupertino, CA, November 14, 2006 - KNOVA Software (OTC Bulletin Board: KNVS), a leading provider of Intelligent Customer Experience applications, today announced that Spancion Inc., a leading provider of Flash memory solutions, has selected KNOVA 7 to enhance customer support online. With KNOVA Self-Service, Contact Center and Forums solutions, Spancion customers will benefit from an integrated, multi-channel support experience that is both highly intuitive and personalized to the needs of the user.

"After careful evaluation, we selected KNOVA 7 for its combination of personalized, self-learning search, business process support and forums capabilities," said Dan Byers, vice president of field engineering and market development of Spancion. "We expect KNOVA 7 will enable us to enhance our customer support services."

KNOVA 7 offers a seamless, efficient customer support system for all technical issues worldwide. Through a highly intuitive experience, KNOVA Self-Service guides end customers to the information they are seeking based on the intent and context of their query. At any point, customers will be able to escalate to an assisted support model, retaining the information already provided via self-service and passing that to an agent.

KNOVA Contact Center organizes all the information support agents need into one interface and intelligently pulls answers from any

knowledge source in the enterprise regardless of format. KNOVA's unique business process workflows guide support agents through the resolution process using diagnostic search, collaboration and pre-populated case notes to resolve customer issues. KNOVA 7 can be integrated into existing Customer Relations Management (CRM) systems, enabling agents to easily move between applications.

KNOVA Forums enhances communication among customers and support groups. KNOVA Forums is self-learning and adaptive to the expertise and reputation of different forum contributors. Underlying all of KNOVA's applications is a comprehensive set of analytics capabilities that help tune the application for maximum effectiveness.

"Our partnership with Spansion leverages a full spectrum of KNOVA applications to deliver the optimal customer experience. By integrating self-service, agent support and forums, Spansion will enhance both the breadth and consistency of support it delivers to its customers," commented Bruce Armstrong, president and CEO of KNOVA Software. "As a technology leader, the quality of Spansion's service and support is critical to its reputation and its long term success. We are pleased that Spansion has put its confidence in KNOVA and look forward to a rewarding partnership."

About KNOVA

KNOVA Software is a leading provider of Intelligent Customer Experience solutions that maximize the value of every interaction throughout the customer lifecycle. Built on an adaptive search and knowledge management platform, KNOVA's suite of applications help companies increase revenues, reduce service costs and improve customer satisfaction. Industry leaders including AOL, Ford, HP, Novell, Countrywide, McAfee and H&R Block rely on KNOVA's award-winning Service Resolution Management, Interactive Brand Optimization and Guided Selling applications to power an intelligent customer experience on their websites, and within their contact centers. KNOVA Software is headquartered in Cupertino, Calif. For more information, visit www.knova.com

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revenue from existing customers and to execute agreements with new customers, unforeseen expenses, our ability to attract and retain qualified personnel and to secure necessary financing for our operations and business development, and other market conditions and risks detailed from time to time in our Securities and Exchange Commission filings. Any forward-looking statements are based on information available to the Company today and the Company undertakes no obligation to update publicly any forward-looking statements, whether as a result of future events, new information, or otherwise.

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