



## **8x8, Inc. Receives 2007 Product of the Year Award Presented by Customer Interaction Solutions(R) Magazine**

### **Packet8 Complete Contact Center(TM) Honored for Outstanding Innovation**

SANTA CLARA, Calif., Dec. 4 /PRNewswire-FirstCall/ -- 8x8, Inc. (Nasdaq: [EGHT](#)), provider of Packet8 (<http://www.packet8.net>) broadband Voice over Internet Protocol (VoIP) and videophone communication services, announced today that the Packet8 Complete Contact Center has received a 2007 Product of the Year Award from Technology Marketing Corporation's (TMC®) Customer Interaction Solutions magazine (<http://www.cismag.com>), the leading publication covering CRM, call centers and teleservices since 1982.

Designed specifically for small to medium sized businesses with call center operations consisting of less than 100 seats, the Packet8 Complete Contact Center is a multimedia distribution and management platform that works with any broadband Internet service and provides enterprise class contact center functionality combined with Virtual Office hosted iPBX calling features and Packet8's cost efficient business VoIP calling plans. Developed in partnership with Contactual, Inc., a global leader in on demand contact center technology solutions, the Packet8 Complete Contact Center lets companies quickly deploy and operate multi-channel contact centers within Packet8's hosted iPBX infrastructure without the time and expense of purchasing, installing and maintaining costly, specialized equipment.

"We are pleased that Customer Interactions Solutions magazine, one of the industry's leading authorities on call center technologies, has recognized the unique and powerful attributes of the Packet8 Complete Contact Center solution with this 2007 Product of the Year award," said 8x8 Vice President of Sales and Marketing Huw Rees. "With the Packet8 Complete Contact Center, small businesses that need a professional, full featured call center solution can now subscribe to a pure hosted VoIP-based service and benefit from the associated lower costs and flexibility."

"8x8 has proven it is committed to quality and excellence in solutions that benefit the contact center experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from 8x8 in the future," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of Customer Interaction Solutions. "For 10 years, Customer Interaction Solutions magazine has been recognizing companies that have demonstrated excellence in technological advancement and application refinements."

The 10th Annual Product of the Year Award winners will be featured in the January 2008 issue of Customer Interaction Solutions magazine.

For more information about the Customer Interaction Solutions' 2007 Product of the Year Awards or any of the TMC media properties, please visit <http://www.tmcnet.com>.

About 8x8, Inc.

8x8, Inc., the second largest standalone VoIP service provider in the U.S., offers internet-based telephony solutions (<http://www.packet8.net>) for individual residential and business users as well as small to medium sized business organizations. In addition to regular Packet8 VoIP service plans priced as low as \$24.99 per month for unlimited anytime calling to the U.S., Canada and eight additional countries, 8x8 offers the Packet8 Tango Video Terminal Adapter along with accompanying monthly service plans also priced at \$24.99 per month. Packet8 Virtual Office, 8x8's VoIP phone system for small to medium sized businesses, is a hosted PBX solution comprised of powerful business class features. Companies subscribing to Virtual Office pay just \$49.99 per month per extension for enterprise class PBX functionality along with unlimited local and long distance calling in the U.S. and Canada. The Packet8 Complete Contact Center™ is a hosted multimedia call center distribution and management platform that works with any broadband Internet service and provides enterprise class contact center functionality combined with Virtual Office hosted iPBX calling features and business calling plans. Packet8 Softalk Office™, 8x8's PC-based soft phone client, offers high quality voice and video in-network calling as well as outbound calling to the PSTN. Packet8 MobileTalk™ is a breakthrough mobile service that dramatically improves the overall mobile international calling experience by routing overseas mobile phone calls over the award-winning, patent-protected Packet8 digital VoIP network. For additional company information, visit 8x8's web site at <http://www.8x8.com>.

About Customer Interaction Solutions

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit <http://www.cismag.com>.

#### About TMC

Technology Marketing Corporation (TMC) publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and IMS Magazine. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 6,000 most visited Web sites in the world by alexa.com\*, TMCnet serves as many as three million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, and Call Center 2.0 Conference and Green Technology World Conference. For more information about TMC, visit <http://www.tmcnet.com>. (\*alexa.com is an amazon.com company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.) For more information about TMC, visit <http://www.tmcnet.com>

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