



8x8, Inc.

8x8 Launches Packet8 Freedom Fax Service for Residential Subscribers

LAS VEGAS, 2007 CONSUMER ELECTRONICS SHOW, Jan. 9 /PRNewswire-FirstCall/ -- 8x8, Inc. (Nasdaq: [EGHT](#)), provider of Packet8 (<http://www.Packet8.net>) residential, business and video Voice over Internet Protocol (VoIP) phone services, today announced the launch of the Packet8 Freedom Fax service for residential subscribers.

Based on the T.38 ITU (International Telecommunications Union) standard for sending faxes across IP networks in real-time mode, Packet8's FoIP (Fax over IP) solution offers increased fax transmission speeds as well as a significantly higher level of transmission reliability than other VoIP services which utilize the G.711 voice codec to transmit faxes. Because the G.711 codec was designed for voice rather than data communication, common IP network characteristics such as latency and jitter cannot be dealt with as effectively as with a T.38-based solution which utilizes special techniques to keep the fax connection alive while fax data in transit catches up with the process.

"8x8 places the highest priority on delivering outstanding quality of service to our residential and business VoIP subscribers on everything from call quality to video enhancements to IP faxing," said 8x8 Chairman and CEO Bryan Martin. "With Packet8's Freedom Fax service, residential VoIP consumers can now benefit from the industry's most reliable IP faxing solution while saving money and increasing the functionality of their existing broadband Internet service."

Freedom Fax subscribers receive 300 minutes of outgoing faxes plus unlimited incoming faxes for \$9.99 per month with a one-time activation fee of \$29.99. Additional U.S./Canada outgoing fax minutes are billed at 3.5 cents per minute with outgoing International faxes billed at Packet8 international rates.

About 8x8, Inc.

VoIP (voice over internet protocol) service provider 8x8, Inc. 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 \$19.99 per month for unlimited anytime calling to the U.S. and Canada, 8x8 offers the Packet8 Tango Video Terminal Adapter and DV 326 VideoPhone along with accompanying monthly service plans also priced at \$19.99 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 \$39.99 per month per extension for enterprise class PBX functionality along with unlimited local and long distance calling in the U.S. and Canada. Packet8 Softalk™, 8x8's PC-based soft phone client, offers high quality voice and video in-network calling as well as outbound calling to the PSTN. For additional company information, visit 8x8's web site at <http://www.8x8.com> .

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