



8x8, Inc. Receives INTERNET TELEPHONY(R) Magazine's 10th Annual Product of the Year Award

Packet8 Tango Video Terminal Adapter Recognized for Outstanding Innovation

SANTA CLARA, Calif., Jan. 29 /PRNewswire-FirstCall/ -- 8x8, Inc. (Nasdaq:EGHT), provider of Packet8 (<http://www.packet8.net>) broadband Voice over Internet Protocol (VoIP), videophone and mobile VoIP communication services, today announced that Technology Marketing Corporation's (TMC®) INTERNET TELEPHONY magazine (<http://www.itmag.com>) has named Packet8 Tango™ as a recipient of its 2007 Product of the Year Award. INTERNET TELEPHONY has been the VoIP Authority Since 1998™.

The Packet8 Tango® Video Terminal Adapter (VTA) is a one-of-a-kind broadband phone adapter with a built-in LCD screen that turns any regular analog phone into a state-of-the-art, full motion videophone that delivers advanced full-motion video at up to 30 frames per second along with crisp, delay-free audio. This affordable (\$99.99 after \$100 mail in rebate), sleek- looking 8 1/2" x 5 1/2" x 1.38" free standing device takes the concept of traditional analog terminal adapters (ATAs) one step further with the addition of advanced H.264 video, allowing for significantly better video quality compared to H.263 at the same bandwidth.

Originally introduced for the residential market, the Packet8 Tango is now available for business users as an add-on desktop videoconferencing device compatible with the Packet8 Virtual Office hosted iPBX service, currently in use by over 10,000 companies. Now, in addition to unlimited local and long distance calling, enterprise class PBX features and on-demand hosted call center capabilities, Packet8 Virtual Office subscribers can experience the valuable benefits of worldwide videoconferencing directly from their personal Virtual Office extension. These include a reduction in travel expenses and time spent out of the office, increased worker productivity, more efficient and effective meetings, better support for remote workers and the ability to maintain close day to day contact with important clients.

"8x8 has proven it is committed to quality and excellence while addressing real needs in the marketplace. INTERNET TELEPHONY is pleased to grant a 2007 Product of the Year Award to the Packet8 Tango," said Rich Tehrani, TMC President and Editor-in-Chief of INTERNET TELEPHONY magazine. "We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from 8x8 in the future."

A full list of Product of the Year winners will be published in the February, 2008 issue of INTERNET TELEPHONY magazine. (<http://www.itmag.com>) For more information about TMC, 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 INTERNET TELEPHONY Magazine

INTERNET TELEPHONY has been the VoIP Authority since 1998™. Since the first issue in February of 1998, INTERNET TELEPHONY magazine has been providing unbiased views of the complicated converged communications space. INTERNET

TELEPHONY offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs. INTERNET TELEPHONY magazine has a circulation of 225,000 including pass-along readers. For more information, please visit <http://www.itmag.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. 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.)

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