



8x8, Inc.

8x8, Inc. Wins VON Magazine Innovator Award

Company Recognized for Outstanding Features and Functionality of Packet8 Virtual Office Hosted Call Center Solution

SANTA CLARA, Calif., March 7 /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 it has received a 2008 VON Magazine Innovator Award, the foremost listing of innovative companies that represent the future of the Internet communications industry. 8x8 was named to the list for the development of the Packet8 Virtual Office Complete Contact Center, a fully integrated hosted call center solution designed specifically for small to medium sized businesses with call center operations consisting of less than 100 seats.

The Packet8 Virtual Office 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. 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.

"The VON Magazine Innovator Awards recognize the Internet communications industry's best and brightest companies, and we're pleased to include 8x8, Inc. as an inaugural winner," said Doug Mohny, Editor-in-Chief of VON Magazine and Chairman of the VON Innovator Awards Program. "Companies like 8x8 should take pride in their accomplishments, because the selection committee unanimously felt as though it stood apart from the large field of companies that participated in the nomination process."

"8x8 is very pleased to be recognized by VON Magazine for the unique IP communications functionality the Complete Contact Center adds to the Packet8 Virtual Office hosted iPBX solution," said 8x8 Chairman & CEO Bryan Martin. "As the industry's second largest pure play VoIP service provider offering one of the most innovative suites of business, residential, video and mobile IP communication services, we are proud of the advancements we have made since the launch of our Packet8 services in 2002. Together, with other active VoIP proponents like the voices behind VON Magazine, we look forward to further contributing to the technological growth and financial success of the industry in the days ahead."

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 the VON Magazine Innovator Awards:

Building on the legacy of the Pulitzer 100, the VON Innovator Awards have evolved to recognize all companies -- start-ups to publicly-traded companies -- which represent the future of Internet Communications. Each participating company completed a lengthy and comprehensive nomination process, and the recipients have been selected from a committee made up of VON Magazine editors, columnists, and contributors, as well as the leading content producer for the VON.x conferences. The Inaugural VON Magazine Innovator Award winners will be honored at Spring VON.x at 6:00 PM Pacific time on March 18th in the VON Theatre in San Jose. For additional information, please visit: <http://vonmag.com/innovators/>.

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