



8x8, Inc.

8x8, Inc. Introduces Packet8 Hosted Key System Services

SANTA CLARA, Calif., July 16 /PRNewswire-FirstCall/ -- 8x8, Inc. (Nasdaq: EGHT), provider of Packet8 (<http://www.packet8.net>) business, mobile and residential communication services, today announced the introduction of new Packet8 hosted Internet Protocol (IP) telephony services designed to replace traditional premise-based telephone "key systems" typically used by companies whose size or structure dictates the sharing of multiple, common phone lines among employees, regardless of where the employees are located.

Driven by the new Packet8 675xi series of IP desktop phones and the addition of shared line appearance services to the Packet8 Virtual Office platform, the new hosted key system solution provides businesses an opportunity to migrate to VoIP without altering the features, functionality and user behavior they have traditionally relied upon.

"With the introduction of the Packet8 hosted key system solution, 8x8 has expanded its addressable market to include the millions of businesses that require shared line appearance services rather than the PBX functionality offered with our Packet8 Virtual Office hosted iPBX solution," said 8x8 Vice President of Sales & Marketing Huw Rees. "Our new line of IP phones has enabled us to deploy one of the first hosted key system services in the world, enabling businesses to benefit from the lower costs associated with VoIP while maintaining the familiar key system feature set they are used to. As with all of our other business services, we also maintain the capability of having the IP phones situated at any location anywhere in the world, enabling one of the first distributed, hosted, multi-office/home-office shared line appearance services in the market."

Ideal for offices where multiple users require the ability to view and answer more than one shared phone line at their desk or anywhere in the business, the Packet8 hosted key system solution includes a searchable corporate directory, direct intercom paging from phone to phone and shared line appearance functionality which allows a group of users to accept a call, place it on hold, page a colleague and ask them to pick up the call on any one of up to nine separate lines. The Packet8 675xi IP phones can be used with both the Packet8 hosted key system service as well as the Virtual Office hosted iPBX service, separately or in combination in the same office environment.

For additional information on Packet8 hosted key system services, visit http://business.packet8.net/key_systems/.

About 8x8, Inc.

8x8, Inc. (Nasdaq: EGHT) offers voice and video Internet-based telephony services for business and residential customers. Marketed under the Packet8[®] brand name, these hosted communications solutions enhance the value and functionality of existing broadband Internet connections by delivering advanced features and digital quality phone service at a fraction of the cost of legacy, copper wire alternatives.

The Packet8 Virtual Office[®] service, currently in use by over 12,000 companies, eliminates the need for traditional business phone systems by delivering all telephony services over managed or unmanaged Internet connections. This affordable, easy-to-use alternative to traditional PBX systems or Centrex class services allows high-speed Internet users anywhere in the world to be part of a virtual PBX that includes automated attendants, conference bridges, extension-to-extension dialing and ring groups, in addition to a rich variety of other business class features normally found on dedicated PBX equipment. 8x8's hosted key system services are designed to replace traditional premise-based telephone "key systems" typically used by companies whose size or structure dictates the sharing of multiple, common phone lines among employees, regardless of where the employees are located. 8x8's Packet8 Virtual Trunking services deliver a broadband agnostic IP trunking solution that allows businesses to benefit from the flexibility and cost efficiencies of VoIP (Voice over Internet Protocol), while retaining their existing phones and phone system hardware and optimizing the use of their existing connectivity to the Internet.

8x8 also offers residential, video and mobile digital phone services. For additional company information, visit 8x8's web site at <http://www.8x8.com>. For information about Packet8 products and services, visit <http://www.packet8.net>.

SOURCE 8x8, Inc.

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