



8x8, Inc.

Video: New Service for Mobile Phones Reduces Cost of International Calls to as Little as One Cent per Minute

SANTA CLARA, Calif., Aug. 1 /PRNewswire-FirstCall/ -- (Nasdaq: EGHT) - At a time when Americans are turning every stone to make ends meet, a new international calling service designed for use with U.S. mobile phones and cellular networks is enabling overseas callers to realize significant savings on their international long distance phone bills while enjoying the convenience and flexibility of on-the-go mobile calling.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/mobiletalk/33956/>

Offering rates such as \$.01 per minute to China, \$.03 per minute to the U.K., \$.03 per minute to Mexico and \$.059 per minute to India, the Packet8 MobileTalk service removes the barriers associated with existing carrier, calling card and call back services that often discourage the use of cell phones for overseas calling. These include obstacles such as costly per minute rates, poor call quality, cumbersome dialing procedures and unreliable service availability.

"Packet8 MobileTalk is a breakthrough application that dramatically improves the international mobile calling experience from start to finish," said 8x8 Chairman and CEO Bryan R. Martin. "Most mobile phone users typically avoid placing overseas calls from their cell phones because of the exorbitant rates their mobile carriers are charging. With Packet8 MobileTalk, subscribers won't think twice about calling Europe or Asia because instead of dollars per minute, they will be paying pennies per minute over the Packet8 network. With more than 450 mobile phones from any cell phone carrier currently supported, the Packet8 MobileTalk service is a vital tool for mobile business professionals and consumers."

Just how many overseas calls do Americans make each year? According to the FCC, the number of international long distance calls made from the United States has skyrocketed from only about 200 million a year to more than 6.2 billion per year over the past 20 years. With many of these calls costing \$1.00 to \$3.00 per minute over traditional PSTN or cellular networks, consumers could be putting a considerable amount of money each month back into their pockets by using services like Packet8 MobileTalk that route calls over digital VoIP networks.

Packet8 MobileTalk utilizes a downloadable software application that resides on any Windows, Palm or Symbian based mobile phone, or a web-based dialer for the Apple iPhone, to seamlessly connect international calls to the Packet8 digital VoIP network. Users can dial calls directly and natively from their mobile handset, contact list or speed dial directory without the additional keystrokes required by calling card and other reduced rate international calling services. Once the destination number is dialed or selected, the Packet8 MobileTalk software application identifies the international prefix being called and redirects the call to a local Packet8 network access number. All Packet8 MobileTalk calls are carried to the Packet8 network over the subscriber's existing cellular voice phone service and do not require access to an expensive monthly data plan or WiFi access point.

Over 450 Windows, Palm, RIM, Symbian-based and iPhone mobile phone models are supported by the Packet8 MobileTalk service. A complete list of supported devices can be found at www.packet8.net/mobile_services/supported_phones.aspx.

Customers can sign up for a Packet8 MobileTalk account today at mobiletalk.packet8.net. There is no activation or monthly service fee for using MobileTalk. Subscribers pay only Packet8's low international rates which can be found at www.packet8.net/international_services/.

About 8x8, Inc.

8x8, Inc. (Nasdaq: EGHT) offers voice, video and mobile communications solutions for business and residential customers. Marketed under the Packet8 brand name, these solutions leverage existing broadband Internet connections and cellular networks to deliver advanced features and digital quality phone service at a fraction of the cost of legacy, copper wire alternatives. Businesses of any size, configuration or geographic location can benefit from the cost, performance and operational advantages of VoIP technology by selecting the Packet8 solution that best fits their needs, whether it's the Virtual Office Hosted iPBX phone system, Packet8 Complete Contact Center, Virtual Trunking IP dial tone solution or Packet8 Hosted Key System service. All Packet8 communications solutions carry little or no upfront investment, no maintenance or upgrade fees and no change in user behavior. For additional company information, visit 8x8's web site at www.8x8.com. For information about Packet8 products and services, visit www.packet8.net.

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/Web site: <http://www.8X8.com>

<http://www.packet8.net>

http://www.packet8.net/international_services/

<http://mobiletalk.packet8.net>

http://www.packet8.net/mobile_services/supported_phones.aspx /

/Video: <http://www.prnewswire.com/mnr/mobiletalk/33956/>

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