



**8x8, Inc.**

## **Small Biz Expert Steve Strauss Explains 'Why I Vote for VoIP Over Standard Telephone for Small Business' in Upcoming Webinar**

SUNNYVALE, Calif., Nov 10, 2009 (GlobeNewswire via COMTEX News Network) -- Internationally recognized small business author, columnist and speaker Steven Strauss will conduct a free webinar discussing the advantages of VoIP (Voice over Internet Protocol) phone service for small business over traditional phone service on Thursday, November 12, 2009 at 2:00 p.m. ET. Sponsored by IP communications solution provider 8x8, Inc. (Nasdaq: EGHT), the webinar is intended to explain, in layman's terms, how VoIP technology works and how it enables companies to operate smarter and more efficiently while simultaneously reducing monthly overhead expenses.

As the author of 15 books, including the best-selling Small Business Bible, Strauss is dedicated to providing entrepreneurs and small business owners with strategies for growth covering every aspect of a business' operations -- from sales and marketing to finance and insurance to equipment and technology. His column, Ask an Expert, appears weekly in USA Today and is one of the most highly syndicated business columns in the world.

According to Strauss, although the economy has forced small businesses to do more with less, advancements in technology are enabling companies to maintain their competitive edge despite a reduction in orders, employees and budgets. "The truth is, even today, there are ways to remain competitive, look professional, get the job done and even save money in the process," says Strauss. "By doing something as simple as switching to a VoIP phone system, you can get superior phone quality and powerful features at a fraction of the cost of an old-fashioned phone system."

During the one-hour webinar, Strauss will explain how VoIP phone service easily integrates into any business environment, improves productivity, provides powerful features and benefits and saves significant cost. Strauss will also discuss how VoIP phone service gives companies the flexibility to work and call from any location equipped with broadband Internet service.

"One of the great changes that the Internet has produced for small business is that not only can you run your business from anywhere at any time, but you can actually create a virtual business," explains Strauss. "With VoIP phone service, if you are working from home one day and you have high speed Internet access there, then your VoIP phone at home will act just like your VoIP phone at the office. This sort of mobility and flexibility is not only a great benefit, it can also save you money as it helps eliminate the need for costly office space."

To participate in the November 12, 2:00 p.m. ET free webinar, go to <http://www.get8x8.com/landingpage/WS-WC-VoIPSB-12NOV09/> and complete the registration form.

About 8x8, Inc.

8x8, Inc. (Nasdaq:EGHT) offers voice, video, mobile and web conferencing communications solutions for business and residential customers. 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. All 8x8 communications solutions carry little or no upfront investment, no maintenance or upgrade fees and no change in user behavior. For additional information, visit [www.8x8.com](http://www.8x8.com).

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