



8x8, Inc.

8x8, Inc. Receives 'Most Innovative Product' Best of Show Award at ITEXPO EAST 2009

8x8 Hosted Key System Service Recognized for Technological Innovation At Leading IP Business Communications Conference

SANTA CLARA, Calif., Feb. 6 /PRNewswire-FirstCall/ -- 8x8, Inc. (Nasdaq: EGHT), provider of 8x8 Virtual Office and Packet8 (<http://www.packet8.net>) broadband business, residential, video and mobile communications services, today announced that its IP Hosted Key System business phone service received a "Best of Show Award" in the "Most Innovative Product" category at Technology Marketing Corporation (TMC®)'s INTERNET TELEPHONY Conference and EXPO East 2009 which was held February 2 - 4 in Miami Beach, Florida.

8x8's Hosted Key System is an IP-based replacement phone service for traditional business key systems typically used by companies whose size or structure dictates the sharing of multiple, common phone lines among employees. In addition to noteworthy cost and feature advantages, the 8x8 Hosted Key System solution, as with all 8x8 business phone services, operates in any business location equipped with a public or private broadband Internet connection and can therefore be deployed seamlessly to connect multiple business locations worldwide.

The INTERNET TELEPHONY Conference & EXPO Best of Show Award recognizes innovative products and solutions that were featured in the Exhibit Hall during the event. This designation serves to highlight the technological achievement and creative product features that set these winners apart from the rest of the crowd. INTERNET TELEPHONY magazine editorial staff evaluated the pre-show nominations, and met with vendors to inspect and review the displayed products on the first day of the Expo.

"Service providers, enterprise buyers, developers, and resellers come to ITEXPO because they know they'll find solutions from innovative companies like 8x8, Inc. that can help their business today," said TMC President and Conference Chairman, Rich Tehrani. "Outstanding companies like 8x8, Inc. with their award winning solutions, help to validate ITEXPO's status as the leading forum in the communications industry,"

The 8x8 Hosted Key System solution includes a searchable corporate directory, direct intercom paging from phone to phone and shared line appearance functionality to allow 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 service can be deployed separately or in combination with the 8x8 Virtual Office hosted iPBX phone solution.

About 8x8, Inc.

8x8, Inc. (Nasdaq: EGHT) offers voice, video and mobile 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 or www.packet8.net.

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping clients build communities in print, in person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and NGN magazines. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. For more information about TMC, visit www.tmcnet.com.

SOURCE: 8x8, Inc.

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