



8x8, Inc. Announces Appointment of Debbie Jo Severin as Chief Marketing Officer

SANTA CLARA, Calif., April 1, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- 8x8, Inc. (Nasdaq: EGHT), provider of 8x8 Virtual Office and Packet8 (www.packet8.net) broadband business, residential, video and mobile communications services, today announced that Debbie Jo Severin has been named to the position of Chief Marketing Officer and Vice President, Marketing, reporting to 8x8 President & Chief Financial Officer Dan Weirich.

As Chief Marketing Officer, Severin will be responsible for 8x8's marketing strategies and operations, driving awareness and adoption of the company's business Internet protocol (IP) communications solutions through customer acquisition and retention initiatives including brand management, demand generation, direct and online marketing, advertising, promotions, marketing communications and public relations.

"We are very pleased to welcome Debbie Jo to the team to lead our marketing initiatives and help drive 8x8's future growth," said 8x8 President & CFO Dan Weirich. "Debbie Jo brings invaluable insight, industry expertise and marketing acumen to 8x8, as well as a strong background in performance tracking and analytics. As the business market for efficient, economically beneficial IP communications solutions continues to grow, Debbie Jo will work to expand awareness and acceptance of 8x8's solutions while enhancing existing customer loyalty."

Severin brings over 20 years of marketing experience to 8x8 and was most recently Vice President of Marketing at Covad Communications, the first company to commercially deploy DSL technology in the United States. Severin managed Covad's national go-to-market plan for direct sales of the company's VoIP and data services, and helped grow that business to more than \$178 million of revenue at the end of 2007. Prior to Covad, Severin served as Vice President of Marketing at Valiant Networks and NorthPoint Communications, as Vice President of Marketing & Sales at Pacific Bell start-up PrimeOne Tele-TV, and as Executive Director of Marketing & Sales at Pacific Bell Video Services. She received a Masters Degree in Mathematics and a Bachelor of Science from the University of Alabama at Birmingham.

"8x8 has made tremendous inroads in the small business market with its hosted IP communication services, and is uniquely positioned to capitalize on the opportunities for growth which lie ahead," said Severin. "I am very excited about joining the 8x8 team and look forward to building increased awareness, demand and loyalty for 8x8's innovative, market-leading communications solutions."

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.

SOURCE 8x8, Inc.

<http://www.packet8.net>

Copyright (C) 2009 PR Newswire. All rights reserved