8x8 Inks Trunking Deal With CallFire to Deliver Cloud Telephony Services to Small Businesses

SANTA CLARA, Calif., Aug 6, 2009 (GlobeNewswire via COMTEX News Network) -- 8x8, Inc. (Nasdaq:EGHT), provider of Internet Protocol (IP) communications solutions for business and residential users, today announced it is providing voice trunking services to cloud telephony solution provider CallFire. CallFire began offering its hosted power-dialing services to small business, call center and enterprise customers over 8x8's established VoIP network last week.

The agreement between the two companies links 8x8's enterprise-class SIP trunking service together with CallFire's cloud telephony platform, currently in use by over 14,000 businesses.

"CallFire and 8x8 are collaborating in order to stay at the forefront of innovation in cloud telephony services," said CallFire CEO & Co-founder Dinesh Ravishanker. "8x8 has become a critical component of our relentless commitment to increasing voice quality for our customers. We are pleased to say that 8x8's service quality has been exceptional. Our solutions are not only complementary, but together create a best-of-class service for SMBs and the enterprise."

Initially a customer of CallFire, 8x8 noted that CallFire's voice quality could benefit from 8x8's superior VoIP network. By powering a substantial portion of CallFire's underlying VoIP network, 8x8 was able to combine its enterprise quality VoIP with CallFire's innovative Hosted Power Dialing platform, and now uses CallFire's broadcast services exclusively in its call centers.

"We experienced the features and benefits of the CallFire solution firsthand in our own outbound call center and can attest to the simplicity, affordability and effectiveness of this valuable sales, marketing and customer service tool," said 8x8 Chairman & CEO Bryan Martin. "8x8 is very pleased to bring a better business voice network to CallFire to provide reliable, high quality digital voice service for CallFire's cloud telephony solutions. In addition to being a valuable partner, CallFire is also now a valuable customer."

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.

About CallFire:

CallFire is an industry leader in cloud telephony services that makes using VoIP simple. CallFire specializes in providing high-availability systems, beautiful user interfaces, furious developer support, and unparalleled customer care. Our products include hosted power dialing for agents, voice broadcast, toll free numbers, call tracking analytics and voice APIs. Our tools help developers, carriers & publishers build useful telephony applications. CallFire is located in Downtown Los Angeles and is comprised of a friendly group of intellectuals with aspirations to revolutionize how companies do business.

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