



**8x8, Inc.**

## **8x8 Customer Additions Reflect Growing Interest in Hosted VoIP and Unified Communications From Larger Businesses**

SUNNYVALE, Calif., Oct 21, 2010 (GlobeNewswire via COMTEX News Network) -- 8x8, Inc. (Nasdaq:EGHT), provider of innovative business communications and cloud computing solutions, today announced several new customer additions which reflect a growing trend among larger businesses toward adoption of hosted VoIP (Voice over Internet Protocol) and unified communications services.

While hosted communications services have traditionally appealed to very small businesses due to the low cost of entry, fixed monthly pricing and abundance of features, larger enterprises are beginning to migrate toward cloud based solutions to not only reduce operating expenses and IT management costs, but to consolidate regional and remote office locations under a centralized phone service from a single provider.

New 8x8 customers illustrating this trend include independent publisher H.W. Wilson (<http://www.hwwilson.com/>), producer of some of the world's leading print and online indexes, full-text databases, and other products and services tailored for public, school, college, and special libraries in the U.S. and worldwide. H.W. Wilson's Bronx, New York headquarters has installed over 160 8x8 Virtual Office hosted PBX and call center extensions as a cost savings alternative to purchasing, installing and maintaining an expensive premises-based system.

With over 60 employees in 15 states as well as offices in India and China, Bridgetree, Inc. (<http://www.bridgetree.com/>), a leading information technology company serving large consumer and business marketers, adopted 8x8's VoIP and unified communications services to unite its team of IT professionals and consultants under a single corporate phone system. This not only increased operational efficiency, it also reduced costs which had been rising due to the use of individual phone services and steep international calling fees.

Bay State College (<http://www.baystate.edu/>), a private Boston-based college that was named to the 2009 President's Higher Education Community Service Honor Roll with Distinction, recently selected 8x8 Virtual Office hosted PBX and unified communications services for its phone, web conferencing, fax and mobile applications and has deployed over 150 lines and services across three campus locations.

Performance Learning Systems (<http://www.plsweb.com/>), an educational-services company that provides on-site and online professional development services to practicing educators, uses 8x8 Virtual Office phone services in two corporate offices and 10 home offices to connect its 100+ distributed employees.

"While cost savings remains one of the primary reasons businesses migrate to hosted communications services, the features, mobility and associated productivity benefits have become equally, if not more, important to larger enterprises," said 8x8 Vice President of Business & Channel Development Huw Rees. "All of these advantages translate into greater efficiencies on many levels which, ultimately, is what all businesses are looking for."

About 8x8, Inc.

8x8, Inc. (Nasdaq:EGHT) leverages its patented software technologies to deliver high quality voice solutions and integrated messaging and video to businesses of any size with employees in any location on a wide variety of business telephony, web and mobile platforms. 8x8 also offers managed hosting and cloud-based computing services. For additional information, visit [www.8x8.com](http://www.8x8.com).

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SOURCE: 8x8 Inc.

CONTACT: 8x8, Inc.  
Joan Citelli  
(408) 654-0970  
[jcitelli@8x8.com](mailto:jcitelli@8x8.com)

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