



8x8, Inc.

8x8 Introduces '8x8 Connect' VoIP Calling Application for Facebook Users

MIAMI, Jan 21, 2010 (GlobeNewswire via COMTEX News Network) -- ITEXPO EAST 2010 -- 8x8, Inc.(Nasdaq:EGHT), provider of innovative business communications solutions, today announced the release of "8x8 Connect," a point and click VoIP (Voice over Internet Protocol) calling application for the popular Facebook social networking site.

"8x8 Connect" lets Facebook users add a "Call Me" button to their home page which enables other users to call them without revealing their actual phone number. The application asks the person making the call to enter the phone number they wish to place the call from, calls that number and then automatically rings the Facebook user at a number they previously set as their preferred contact number. In this way, a Facebook user can easily be contacted while keeping their actual phone number a secret. Users can set a variety of phone numbers as their contact numbers and can easily switch between them.

"8x8 developed this technology for use within the 8x8 Virtual Office hosted PBX service and it was a very simple process to migrate it to Facebook," said 8x8 President Dan Weirich. "Many Facebook users are small business owners or employees in larger enterprises who will use this application in their personal and business lives and will hopefully look to 8x8 when seeking business communications solutions in the future. Making this technology available to a wider audience is something we believe will help 8x8 establish itself as the pre-eminent brand for next generation communication solutions."

"8x8 Connect" is a free application which can be easily downloaded and configured in Facebook. To locate the application, log in to your Facebook account and type "8x8 Connect" in the search bar to begin the download process. For additional information, visit <http://www.facebook.com/apps/application.php?id=155581579021&ref=appd>.

About 8x8, Inc.

8x8, Inc. (Nasdaq:EGHT) offers integrated voice, video and mobile unified communications solutions for small to medium-sized business and distributed enterprise customers. These solutions leverage existing broadband Internet connections and cellular networks to deliver advanced features and high definition (HD) voice service at a fraction of the cost of legacy alternatives. Businesses of any size, configuration or geographic location can benefit from the cost, performance and operational advantages of 8x8 hosted communications solutions, all of which carry little or no upfront investment, no maintenance or upgrade fees and no change in user behavior. For additional information, visit www.8x8.com.

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