



**8x8, Inc.**

## **'8x8 Virtual Office Pro' Awarded 'Best of Show' at ITEXPO East 2010**

### **8x8's New UC Solution Recognized as "Best SMB Offering" at Leading IP Communications Conference in Miami**

SUNNYVALE, Calif., Jan 26, 2010 (GlobeNewswire via COMTEX News Network) -- 8x8, Inc. (Nasdaq:EGHT), provider of innovative business communications solutions, today announced that its newly launched Unified Communications (UC) solution, "8x8 Virtual Office Pro," received a "Best of Show Award" in the SMB (small to medium sized business) category at TMC's ITEXPO East 2010 which was held last week in Miami, Florida.

8x8 Virtual Office Pro is a powerful, web-based solution that allows subscribers to manage essential, advanced business communications functions online through a centralized portal. Integrated with the 8x8 Virtual Office VoIP business phone service, Virtual Office Pro enhances productivity by providing users with an instantly accessible suite of communication tools used in everyday business interactions including click to dial calling, Virtual Meeting web conferencing, Virtual Office Mobile extensions for the iPhone and iPod Touch, Microsoft Outlook and Corporate Directory Integration, call recording, fax, presence management, chat and more.

"TMC's recognition of 8x8 Virtual Office Pro as an outstanding SMB solution underscores the growing importance of Unified Communications for businesses of all sizes, not just the largest, most sophisticated enterprises," said 8x8 Chief Marketing Officer Debbie Jo Severin. "Like our 8x8 Virtual Office hosted PBX phone service, the 8x8 Virtual Office Pro solution delivers tremendous bang for the buck and we are pleased to provide our existing subscribers, as well as newcomers to the service, with an opportunity to easily and affordably enhance their existing communications capabilities."

8x8 Virtual Office Pro is available to existing 8x8 Virtual Office Unlimited, Metered or Global Extension subscribers as an optional service for an additional \$20 per extension per month. Unified Communications upgrades to existing 8x8 Virtual Office accounts will be performed over the next several weeks. For a limited time, new 8x8 Virtual Office subscribers can receive the entire bundle (Unlimited Extension plus Virtual Office Pro) for a promotional price starting at \$49.99 per month. Additional information on 8x8 Virtual Office Pro can be found at [http://business.8x8.com/virtual\\_office\\_pro/index.html](http://business.8x8.com/virtual_office_pro/index.html).

One year ago, at the ITEXPO East 2009 conference, 8x8's Virtual Office Hosted Key System was awarded "Best of Show" in the "Most Innovative Product" category. The 8x8 Hosted Key System, an IP-based replacement phone service for traditional business key systems with shared line appearance functionality, operates in any business location equipped with broadband and can therefore be deployed seamlessly to connect multiple business locations worldwide.

"Last week in Miami we set new standards at ITEXPO in terms of attendee traffic, exhibitor news, and overall quality for the show, and we feel the best-of-show winners worked even harder to stand out from our field of exhibitors," said Rich Tehrani, CEO and group editor-in-chief of TMC. "All of the companies that participated in ITEXPO helped to make it our best show ever, and we're proud to honor companies like 8x8 with a Best-of-Show Award."

The ITEXPO Best of Show Awards recognize 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. TMC's 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. A full list of the winners is posted on TMC's Web site at [www.tmcnet.com](http://www.tmcnet.com).

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](http://www.8x8.com)

About TMC:

Technology Marketing Corporation (TMC) publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and NGN magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 3,500 most visited Web sites in the world by Quantcast, an independent Web traffic ranking site, TMCnet serves an average of two million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO (ITEXPO). For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

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