



8x8, Inc.

8x8 Virtual Office Pro Receives PC Magazine Editors' Choice Award

Cloud Communications Solution Touted as Premier Offering for SMBs

SUNNYVALE, Calif., Aug 25, 2010 (GlobeNewswire via COMTEX News Network) -- 8x8, Inc. (Nasdaq:EGHT), provider of innovative business communications solutions, today announced that its 8x8 Virtual Office Pro cloud communications solution has received PC Magazine's coveted Editors' Choice Award, a recognition given by expert analysts in PC Magazine Labs to products and services that stand out from and above similar products in their categories.

According to PC Magazine analyst Samara Lynn, "8x8's Virtual Office Pro has all the ingredients of an excellent cloud communications business tool. It's incredibly easy to use, requires little to no VoIP technical knowledge to get up and running, and it delivers hosted PBX, chat, online meetings, Internet faxing, and more."

Accessible from any web browser, the 8x8 Virtual Office Pro business communications solution delivers hosted PBX VoIP (Voice over Internet Protocol) phone service with unlimited calling, web conferencing with video, Internet fax, call recording and archiving, an iPhone/iPod Touch/iPad mobile application, presence management, chat and a visual overview of all communications activity including point-and-click access to inbound and outbound calls. Customers can use a desktop IP phone, soft phone and headset or mobile device to place and receive calls over their 8x8 Virtual Office phone service, displaying their company phone number at all times regardless of the device being used or their individual physical location. The complete 8x8 Virtual Office Pro bundle sells for \$50 per user, substantially less than the cost of purchasing the services separately from different providers.

"The main component of Virtual Office Pro is enterprise-class VoIP service," Lynn stated. "I'm talking the works--auto-attendant, hold music, ring groups, unlimited and international calling, call forwarding, extension dialing, and more. These features can lend your SMB a polished, professional appearance. On top of those business-class phone features, users have a friendly Web dashboard for making and managing calls. Internet faxing, chat, Web audio and video conferencing, and call recording round out the offering."

"We are honored that one of the technology industry's leading unbiased sources of product information and reviews has recognized the unique and valuable attributes of our 8x8 Virtual Office Pro solution with this prestigious award," said 8x8 Chief Marketing Officer Debbie Jo Severin.

The entire 8x8 Virtual Office Pro PC Magazine Editor's Choice Award write-up can be found at <http://www.pcmag.com/article2/0,2817,2367982,00.asp>.

8x8 has been delivering hosted VoIP (Voice over Internet Protocol) phone services to small and medium sized businesses since 2004 and currently provides service to over 20,000 companies. To learn more about 8x8 Virtual Office Pro, visit <http://www.8x8.com/BusinessSolutions/ByProduct/VirtualOfficePro.aspx>.

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 locations 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.

NOTE: 8x8, the 8x8 logo, 8x8 Virtual Office, 8x8 Virtual Office Pro, 8x8 Complete Contact Center and 8x8 MobileTalk are trademarks of 8x8, Inc. All other trademarks are the property of their respective owners.

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