



## 8x8 Hits \$1 Million Mark in Referral Reward Payments

### Lucrative Business Referral Program Sends VoIP and UC Service Provider Nearly 2,000 New Business Subscribers

SUNNYVALE, Calif., Jan. 19, 2011 (GLOBE NEWSWIRE) -- 8x8, Inc. (Nasdaq:EGHT), provider of innovative business communications and managed hosting solutions, today announced it reached the \$1 million mark in cash payments made to subscribers, channel partners and third parties who have referred new business customers to 8x8 through the company's lucrative word-of-mouth "Business Referral Program."

The 8x8 "Business Referral Program" rewards existing subscribers and registered partners for submitting business referrals that become customers of 8x8's business communications services, which include the 8x8 Virtual Office VoIP (Voice over Internet Protocol) phone service and 8x8 Virtual Office Pro unified communications (UC) solution. Participants in the program have an opportunity to earn unlimited cash rewards of \$100 for each qualifying Virtual Office extension the new customer orders, provided they remain a subscriber in good standing for at least 60 days.

Kayle Nicholls of New York City-based Nervus Consulting, LLC was the 8x8 subscriber whose referral qualified for the triple reward payment that was issued when the \$1 million mark was hit. "As an 8x8 business subscriber since 2005, we have been extremely satisfied with the quality and affordability of our 8x8 Virtual Office services," said Mr. Nicholls. "Recommending the service to business associates and colleagues is a pleasure, since we know they too will benefit from using it, and getting rewarded for doing so makes it even better."

Since it was launched in late 2008, the 8x8 "Business Referral Program" has generated nearly 2,000 new business customers through the recommendations of roughly 1,500 8x8 subscribers and referral partners.

"Each month, approximately 200 businesses become new 8x8 customers as a result of the powerful personal recommendations coming from existing subscribers," said 8x8 President & CFO Dan Weirich. "The 8x8 Business Referral Program has been a very successful word of mouth marketing and lead generation tool for 8x8 and we are happy to express our appreciation to participants with cash rewards."

There are no limits to the number of extensions or businesses participants in the 8x8 Business Referral Program can qualify for. Hence, a business referral that purchases 8x8 Virtual Office with 10 extensions generates a cash payment of \$1,000 to the referrer. Participants are asked only to provide the name and contact information of business acquaintances they feel could benefit from using 8x8's phone service. Once that information is received, 8x8 business consultants schedule a call in order to understand the business needs, tell the referral about 8x8 and, if it's a good fit, suggest the best service for their business.

#### 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), or connect with 8x8 on [Facebook](#) and [Twitter](#).

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