



Wireless Lifestyle Selects 8x8 Virtual Office Business Phone Service for 80+ U.S. Locations

SUNNYVALE, Calif., Jan. 27, 2011 (GLOBE NEWSWIRE) -- 8x8, Inc. (Nasdaq:EGHT), provider of innovative business communications solutions, today announced it has been selected by Wireless Lifestyle, Inc, the largest Sprint Preferred Partner in the United States, to provide 8x8 Virtual Office VoIP (Voice over Internet Protocol) hosted PBX phone services for its corporate headquarters and U.S. retail locations.

Based in Lenexa, Kansas, [Wireless Lifestyle](#) currently operates over 80 Sprint-branded traditional plaza stores and mall kiosks in California, Illinois, Kansas and Missouri with plans for continued expansion in 2011. To mitigate the cumbersome and costly process of procuring and managing business phone service for each of its geographically distributed locations, Wireless Lifestyle selected the [8x8 Virtual Office](#) phone solution to seamlessly and affordably connect all employees under a single primary phone number using each location's existing broadband Internet connection.

"Our business is growing fast and requires a telecom infrastructure that can cost efficiently support our expansion while keeping the organization intact," said Mike Kushnir, president of Wireless Lifestyle. "We chose the 8x8 Virtual Office solution because it provides Wireless Lifestyle with all of the features and capabilities our business needs along with the flexibility to quickly ramp up new locations as needed without the cost and headache of managing separate location-specific services."

8x8's Virtual Office hosted VoIP business phone service enables companies to replace traditional premises-based phone systems with a money-saving, feature-rich and flexible alternative that leverages the power and accessibility of broadband Internet connections. With the [8x8 Virtual Office Pro](#) integrated unified communications solution, businesses can access all of their core communications services from any location using just a PC and web browser. In addition to enterprise class phone service with unlimited calling and a wide array of PBX calling features, the service includes unlimited web conferencing with video, call recording and archiving, chat, Internet fax, presence and voicemail management and a mobile application for less than \$50 per user.

For additional information on 8x8 hosted business communications solutions, go to [8x8 Small Business Solutions](#).

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

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