



8x8, Inc.

8x8 Names Don Trimble Vice President of Channel Sales

SUNNYVALE, Calif., Feb. 28, 2011 (GLOBE NEWSWIRE) -- 8x8, Inc. (Nasdaq:EGHT), provider of innovative business communications and managed hosting solutions, today announced it has named Don Trimble to the position of Vice President of Channel Sales.

Trimble will report to 8x8 Senior Vice President of Worldwide Sales Kim Niederman and will be responsible for the development and management of all aspects of the company's emerging channel operations.

"Don is a top performing sales executive who brings a wealth of channel knowledge and expertise to 8x8," said Mr. Niederman. "I'm thrilled to welcome him to 8x8 as we implement the next phase of our enterprise sales initiative which is defined, in part, by the creation of an indirect sales model designed to deliver significant revenue opportunities for our channel partners."

Trimble brings more than 25 years of experience to 8x8, achieving revenue, profit, and business growth objectives for some of the largest IT companies in the world. Most recently, he served as Vice President, North American Channel Sales at NComputing where he developed and managed a channel initiative to drive sales through distributors, direct/indirect resellers and systems integrators. Previously, he served as Director, Americas Channel Sales at Hewlett Packard, where he managed the channel sales team for the company's ProCurve Networking division, and as Vice President, North American Channel Sales at Polycom, responsible for designing, developing, and executing a comprehensive channel strategy. Prior to that, Trimble served as Director, Channel Operations for Cisco Systems, where he earned recognition as Cisco's #1 U.S. Channel Operation in 2001, and as District Manager for 3Com Corporation.

"This is an exciting time to be working with a company like 8x8 that is redefining traditional business communications practices with cloud-based solutions that offer valuable advantages to end users and an accompanying new revenue stream for resellers," said Trimble. "I'm looking forward to establishing 8x8 as the go to cloud communications service provider working in partnership with channel organizations nationwide to accelerate the adoption of these powerful, money saving IP-enabled technologies."

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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