



8x8, Inc.

8x8 Channel Program Voted One of Industry's 'Top 50' by Channel Partners Magazine

CHICAGO, Aug. 25, 2011 (GLOBE NEWSWIRE) -- **2011 CHANNEL PARTNERS CONFERENCE & EXPO** -- 8x8, Inc. (Nasdaq:EGHT), provider of innovative cloud communications and computing solutions, today announced that its channel program was voted one of the industry's "Top 50" by readers of Channel Partners magazine.

8x8 was selected from nearly 250 nominees comprised of carriers, resellers, master agencies, and hardware and software vendors. Each year, Channel Partners asks its readers to determine the communications industry's 50 best indirect channel programs; the most recent survey took place in July and the results were compiled from responses given by 1,500 qualified channel partners, including master agents, subagents, independent agents, VARs, dealers, consultants and brokers.

"Once again, Channel Partners readers have taken the time to recognize the programs that best support their work," said Larry Lannon, Channel Partners' group publisher. "Channel Partners is proud to honor these companies that set the standard for backing indirect partners selling network and IT services."

The "8x8 Business Partner Program" is a unique, differentiated channel initiative designed to offer agents, resellers and traditional hardware VARs a compelling opportunity to capitalize on the growing demand for cloud-based solutions. The program enables partners to engage with 8x8 as a single source provider of four key cloud-based offerings — Cloud VoIP, Cloud Video, Cloud Contact Center and Cloud Hosting — with innovative and lucrative incentives. In particular, the program sets out to create an effective model for VARs previously focused on selling hardware-based solutions to begin generating incremental, long-term revenue by reselling 8x8 SaaS offerings.

Channel Partners is the country's leading resource for communication distribution channels. For more than two decades, Channel Partners has been the undisputed leader in providing news and analysis to alternate distribution channels serving the communications industry. It is the unrivaled resource for resellers, aggregators, agents, brokers, VARs, systems integrators, interconnects and dealers that provide cloud-based communications and computing services and associated CPE, applications, and managed and professional services. Channel Partners includes a monthly print publication, a Web resource, periodic electronic newsletters, Webinars and Reports. It is the host of the twice annual Channel Partners Conference & Expo and the Channel Partners Network on LinkedIn.

About 8x8, Inc.

8x8, Inc. (Nasdaq:EGHT), a pioneer in the development of cloud-based VoIP, video, mobile, and unified communications solutions, leverages its patented software technologies to deliver industry-leading SaaS applications to businesses of any size with employees in any location. We offer integrated business communications and cloud computing services that are designed to meet the highest levels of availability, reliability and scalability. Increasingly, businesses are finding they can reduce costs, improve productivity, and be positioned competitively for the future by choosing 8x8 for their mission critical, cloud-based communications and computing needs. For additional information, visit www.8x8.com, or connect with 8x8 on [Facebook](#) and [Twitter](#).

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