



8x8 Virtual Room Wins 'Best of Show' Award at ITEXPO West 2011

8x8's New Cloud-Based Video Conferencing Solution Recognized as Best SMB Offering at Leading IP Communications Conference

SUNNYVALE, Calif., Sept. 20, 2011 (GLOBE NEWSWIRE) -- 8x8, Inc. (Nasdaq:EGHT), provider of innovative cloud communications and computing solutions, today announced that its "8x8 Virtual Room" video conferencing solution received a "Best of Show Award" in the SMB (small to medium sized business) category at ITEXPO West 2011, held last week at the Austin Convention Center in Austin, Texas.

[8x8 Virtual Room](#) moves video conferencing out of the conference room and into the cloud, enabling participants to join from any location just by clicking on a web page or dialing a regular 10-digit phone number. Based on 8x8's voice and video IP service platform and industry-leading unified communications (UC) solutions and Polycom's UC Intelligent Core software platform and video collaboration solutions, 8x8 Virtual Room delivers enterprise-class quality and superior reliability at flat rate pricing that small and medium businesses can afford.

"We're very excited to offer SMBs yet another cloud based communications solution that is both easy to use and notably advantageous in terms of cost savings, productivity and overall collaboration," said 8x8 CMO Debbie Jo Severin. "With 8x8 Virtual Room, businesses of all sizes can engage in high quality video conferencing without the need for internal IT resources or expensive telepresence systems. We are honored that TMC, one of the leading authorities in the IP communications space, has recognized the 8x8 Virtual Room service for its innovation and contribution to the video conferencing market."

The ITEXPO Best of Show Awards designation serves to highlight the technological achievement and creative product features that set winners apart from the rest of the crowd. TMC's editorial staff evaluated the pre-show nominations, and met with vendors to inspect and review the displayed products on the first day of the Expo. A full list of the winners is posted on [TMC's website](#).

"Our event last week in Austin has raised the bar in every conceivable way — from conference content to attendee count to the quality and breadth of the products and solutions that were showcased on our Exhibit Hall floor," said Rich Tehrani, TMC CEO and Conference Chairman. "We're pleased to honor the 'best-of-show' winners, and congratulate them for differentiating themselves in various technology categories amongst a large and highly competitive field."

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](#).

About TMC

Technology Marketing Corporation (TMC) is a global, integrated media company that helps clients build communities in print, in person, and online. TMC publishes the [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Next Gen Mobility](#) and [InfoTECH Spotlight](#) magazines. TMC is the producer of [ITEXPO](#), the world's leading B2B communications event. [TMCnet.com](#), which is read by two million unique visitors each month, is the leading source of news and articles for the communications and technology industries. In addition, TMC runs multiple industry events: *4G Wireless Evolution*; *Smart Grid Summit*; *M2M Evolution*; *Cloud Communications Expo*; *SIP Tutorial 2.0: Bringing SIP to the Web*; *VIPeering*; *Business Video Expo*; *Regulatory 2.0 Workshop*, *DevCon5: The HTML5 Development Conference*; *CVx*; *AstriCon*; *StartupCamp*; *MSPAlliance* *MSPWorld* and more. Visit [TMC Events](#) for a complete listing and further information.

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