![8x8, Inc. logo]

November 8, 2013

8x8 Named a Market 'Leader' in the Magic Quadrant for Unified Communications as a Service (UCaaS) in North America

With a Customer Base of Over 35,000 Businesses and Increased Mid-Market Adoption, 8x8 Secures Positioning in the Leaders Quadrant for Second Consecutive Year

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (Nasdaq:EGHT), a provider of cloud communications and collaboration services, today announced that Gartner Inc., the world's leading information technology research and advisory firm, has placed 8x8 in the Leaders quadrant of its 2013 "Magic Quadrant for Unified Communications as a Service (UCaaS) in North America" published on November 5, 2013—for the second year in a row. 8x8's comprehensive suite of cloud-based communications and collaboration solutions includes both UCaaS and complementary services, covering customer needs ranging from enterprise-grade business phone service with built-in mobile apps, web-conferencing with collaboration and Internet fax to video conferencing, hosted contact center software and virtual desktop infrastructure solutions.

"We believe Gartner's placement of 8x8 in the Leaders quadrant for Unified Communications as a Service reinforces our position as a leading supplier of unified communications and collaboration services in the cloud for SMBs and mid-market and distributed enterprises," said 8x8 CEO Vik Verma. "We view this recognition by Gartner as further validation of our unified software platform and comprehensive suite of services."

According to Gartner 2013 "Magic Quadrant for Unified Communications as a Service (UCaaS)" Authors Daniel O'Connell and Bern Elliot, "Vendors in the Leaders quadrant have been delivering complete UCaaS solutions for more than a year, have clients with more than 1,000 subscribers and have more than 100,000 total endpoints in service. These vendors offer comprehensive and integrated UCaaS solutions that directly, or with well-defined partnerships, address the full range of market needs, including the ability to service large accounts. These vendors have defined migration and evolution plans for their products in core UCaaS areas and are using their solution sets to acquire new clients, as well as to expand their footprints in their client bases to new functional areas."

"We are not surprised to learn that 8x8 has been recognized by Gartner as a leader in cloud-based UC services," said 8x8 customer Yusuf Abu-Hatoum, Chief Information Officer at CST Industries. "Today's mid-market and larger businesses require unified communications and collaboration services that are secure, reliable and scalable, both within North America and beyond — that's what 8x8 delivers for us."

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) offers a comprehensive portfolio of unified cloud-based communications and collaboration services that includes hosted cloud telephony, office communications, hosted contact center, video conferencing and virtual desktop software and services. The company has been delivering business services to SMB, mid-market and distributed enterprises since 2004 and has garnered a reputation for technical excellence and outstanding reliability. In 2012, 8x8 was recognized as the No. 1 Provider of Hosted IP Telephony by Frost & Sullivan and Synergy Research Group. For additional information, visit www.8x8.com, or connect with 8x8 on Google+, Facebook, LinkedIn and Twitter.

About the Magic Quadrant

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