![8x8, Inc. logo]

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# Financial Services Provider Merchant Warehouse Selects 8x8 For Cloud Telephony, Unified Communications and Contact Center Services

*Industry Leading Payment Processing Firm Moves From Legacy On-Premise Solution to 8x8's Suite of Secure, Compliant Cloud-Based Services for 300+ Employees in the U.S. and Europe*

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ: EGHT), a provider of cloud communications and collaboration solutions, today announced it has been selected by Merchant Warehouse, a leading innovator of payment technologies and merchant account services, to provide cloud-based business VoIP, unified communications and hosted contact center services for its 300+ worldwide employees spread across two locations in the United States and one in Belfast, Ireland. 8x8's geographically redundant east and west coast US data centers will deliver services to Merchant Warehouse's domestic locations while its UK data center and recently acquired Voicenet operation provide service and support to the company's Belfast office.

A respected leader since its inception in 1998, Merchant Warehouse offers business owners a comprehensive suite of payment technologies and merchant services designed to meet any merchant need, from processing credit and debit cards for the first time, to creating an online retail presence, to implementing a holistic, future-proof payment technology that provides scalability, flexibility, and security. In early 2013, Merchant Warehouse introduced the Genius™ Customer Engagement Platform, a breakthrough, industry-first solution that solves the problem of how to support mobile commerce in addition to traditional cash, credit, and debit payments on the merchant countertop all from a single customer engagement device.

According to Merchant Warehouse CTO Paul Vienneau, like many fast growing companies, Merchant Warehouse had accumulated a variety of incompatible hardware and software-based communications tools over the years that were limited in functionality and became very difficult to manage.

"When I joined Merchant Warehouse less than a year ago, I knew the existing premises-based approach to our increasingly complex communications needs would have to change, especially as we grew globally," said Vienneau. "The system in place was difficult to manage due to the number of disparate vendors, the assorted learning curves associated with each solution, the myriad of support contracts, lack of integration within the service platform and physical limitations of the individual components." Merchant Warehouse has been using a different vendor solution for its PBX telephony, audio conferencing, web collaboration, chat, fax, and contact center needs.

"With the 8x8 solution, all of these services will now be under one umbrella, delivered seamlessly and securely in the cloud to all of our employees on whatever device they happen to be using," Vienneau continued. "This will result in tremendous productivity gains across our entire organization as employees will be able to work more effectively when they are not in the office and our IT staff will be able to focus resources on our core business rather than our phone system. Additionally, we value the 8x8 solution's integration with Netsuite, which we are currently migrating to for our enterprise CRM platform, as well as the quality and workforce management capabilities of the contact center offering and the solution's built-in disaster recovery capabilities."

8x8's cloud-based software platform provides a comprehensive unified communications and collaboration suite of services that, in addition to replacing traditional solutions with more cost effective, flexible alternatives, address critical challenges faced by many businesses today such as managing globally distributed workforces and mobile devices, maintaining business continuity and integrating with enterprise applications and IT systems.

"We are very pleased Merchant Warehouse has selected 8x8 to handle its communications requirements and look forward to providing the secure, reliable and scalable services needed to support the company's future growth," said 8x8 CEO Vik Verma. "Merchant Warehouse is a great example of the kind of mid-market customer 8x8 is ideally suited to serve with our extensive suite of services, industry-leading compliance and growing international presence."

## About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is a provider of unified communications and collaboration, or UCC, services in the cloud to small and medium businesses, or SMBs, and mid-market and distributed enterprises. The company delivers a broad suite of UCC services to in-office and mobile devices spanning cloud business phone service, virtual meeting, contact center software and

virtual desktop through our proprietary unified software as a service, or SaaS, platform. For additional information, visit www.8x8.com, or connect with 8x8 on Google+, Facebook, LinkedIn and Twitter.

**About Merchant Warehouse**

Merchant Warehouse is a leading provider of payment technologies and merchant services. The company's solutions enable merchants to more effectively connect and engage with their customers regardless of how, where or when they choose to shop. Merchant Warehouse's flagship technology solution, the Genius™ Customer Engagement Platform™, supports both traditio and new payment types, including mobile commerce, from a single countertop acceptance device. Merchant Warehouse offers innovative payment solutions that help online and brick-and-mortar retailers, as well as point-of-sale (POS) developers, value-added resellers (VARs) and agents, strategically grow their business. Merchant Warehouse is one of the fastest growing payment technology companies in North America.

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