8x8, Inc.

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8x8 Awarded 2013 Unified Communications TMC Labs Innovation Award

New 8x8 Virtual Office Desktop App Recognized for Exceptional Innovation

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ: EGHT), provider of innovative cloud-based communications and computing solutions, announced today that TMC, a global, integrated media company, named 8x8 Virtual Office Desktop a 2013 Unified Communications TMC Labs Innovation Award winner presented by *INTERNET TELEPHONY* magazine.

8x8 Virtual Office Desktop is a standalone Windows and Mac application that enables 8x8 Virtual Office users to readily access 8x8's hosted PBX and unified communications services. Virtual Office Desktop combines a business softphone with video calling, visual voicemail, web conferencing, enterprise instant messaging/presence, fax, and social media feeds in one simple app. Virtual Office Desktop also incorporates echo cancellation and advanced speech codecs to improve audio quality, even with low bandwidth connections.

"We're proud that TMC Labs has recognized 8x8 Virtual Office Desktop as one of this year's groundbreaking new unified communications products," said 8x8 Senior Product Manager Phillip Liu. "We developed Virtual Office Desktop in response to requests from power users of our older web-based unified communications portal. Since 8x8 develops and hosts our own client and PBX server software, we were able to quickly respond to customer needs and build a new product that offers more functionality yet is easier to use."

"8x8 has displayed its commitment to quality and innovation in the development of the unified communications industry," said Tom Keating, CTO and TMC Labs Executive Editorial Director at TMC. "I look forward to more innovation from 8x8 and continued effort toward improving the future of the UC industry."

"TMC Labs has honored those companies that upheld the highest standards in advancing unified communications solutions. Trend-setting companies that launched a new product or made an outstanding improvement to an existing application were singled out,' said Rich Tehrani, TMC CEO. 'The TMC Labs engineers have extensive knowledge of the UC market and selected only those companies that demonstrated their out-of-box thinking to transform the industry. Congratulations to all the winners."

The TMC Labs Innovation Award honors products that have demonstrated innovation, unique features, and noteworthy developments toward improving communications technology. The TMC Labs Innovation Award is not granted to the best-selling products, but instead to those representing a significant contribution to the industry.

2013 TMC Labs Innovation Award winners are featured in the July 2013 issue of *INTERNET TELEPHONY* magazine.

About 8x8, Inc.

8x8, Inc. (NASDAQ: EGHT) empowers business conversations for more than 30,000 small and medium-sized businesses with cloud communications services that include hosted PBX telephony, unified communications, call center software and video conferencing solutions. The company has been delivering business communications services since 2004 and has garnered a reputation for technical excellence and outstanding reliability. In 2012, 8x8 was named a market "leader" in Gartner's Magic Quadrant for Unified Communications as a Service (UCaaS) in North America and was recognized as the No. 1 Provider of Hosted IP Telephony by Frost & Sullivan. For additional information, visit www.8x8.com, or connect with 8x8 on Facebook, LinkedIn and Twitter.

About TMC

TMC is a global, integrated media company that supports clients' goals by building communities in print, online, and face to face. TMC publishes multiple magazines including *Cloud Computing*, *M2M Evolution*, *Customer* and *Internet Telephony*. TMCnet is the leading source of news and articles for the communications and technology industries, and is read by as many as 1.5 million unique visitors monthly. TMC produces a variety of trade events, including ITEXPO, the world's leading B2B communications event, as well as industry events including: 3D Printing Conference & Expo, Asterisk World, AstriCon, CVx ChannelVision Expo, Cloud4SMB Expo, DevCon5 - HTML5 & Mobile App Developers Conference, M2M Evolution Conference & Expo, Mobile Commerce Zone Conference & Expo, SecureIT, StartupCamp, Super Wi-Fi Summit, SIP Trunking-Unified Communications Seminars, Wearable Tech Conference & Expo, WebRTC Conference & Expo, and more. Visit TMC Events for

additional information.

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