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8x8 Extends Cloud Communications Global Footprint to Asia Pacific

Service Launch in New Hong Kong Data Center Continues Execution of Global Reach™ Strategy

ORLANDO, Fla.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a provider of cloud-based [unified communications](#), contact center and collaboration solutions, today announced the completion of another milestone in its Global Reach initiative with the launch of its services platform at a new Hong Kong data center facility.

Collocated in a facility owned and operated by Pacnet, a leading provider of managed data connectivity solutions, the new Asia Pacific platform will provide services to 8x8's growing mid-market, multi-national customers, many of which manage "follow the sun" call center operations. With the addition of this new facility, 8x8 now maintains data center infrastructure in five worldwide locations, with the opening of additional facilities planned for later this year.

"This new Asia Pacific footprint allows us to provide our customers with operations in the region with the same reliable, secure and high quality service they are accustomed to receiving from 8x8 here in the US," said 8x8 Senior Vice President of Network Operations and Support Mehdi Salour. "These customers will gain the strategic advantage of having their communications needs served using the dynamic routing capabilities of our proprietary Geo Routing technology which utilizes the shortest/best media path based upon geographic location, ensuring optimal reliability and call quality."

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.

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable cloud-based [unified communications](#) and contact center solutions to more than 36,000 small, midsize and distributed enterprise organizations operating in over 40 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premise PBX hardware and software-based systems with a flexible and scalable Software as a Service (SaaS) alternative, encompassing cloud business phone service, contact center solutions, and web conferencing. For additional information, visit www.8x8.com, or www.8x8.com/UK or connect with 8x8 on [Google+](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

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