

## 8x8, Inc. Signs Agreement with Avtex to Acquire iTELConnect Business Subscriber Base

Website

SANTA CLARA, Calif., July 30 /PRNewswire-FirstCall/ -- 8x8, Inc. (NASDAQ: EGHT) , provider of Packet8 (<http://www.packet8.net>) business, mobile and residential communication services, today announced it has signed an agreement with Minneapolis-based unified communications solution provider Avtex LLC calling for the migration of its iTELConnect subscriber base to the Packet8 business services platform.

Under terms of the agreement, 8x8 will immediately begin transitioning Avtex's hosted PBX and unified messaging subscribers, approximately 1,500 companies, to appropriate Packet 8 business solutions, including the Virtual Office hosted PBX phone service. To mitigate the transition process, 8x8 will provide these new subscribers with free equipment, free activation and a discount on the first month of service and will also arrange for the porting of the customer telephone number over to the Packet8 service.

"We are pleased to welcome iTELConnect subscribers to Packet8 and look forward to a seamless transition as we provision our services to these customers," said 8x8 Vice President of Sales and Marketing Huw Rees. "Our goal is to provide the same exceptional quality of service and support they had been receiving from Avtex and to deliver cost-effective, best in class business communications solutions that contribute to the growth and success of their organizations."

In addition to signing on iTELConnect customers, 8x8 will also be working with existing Avtex partners and resellers to provide them with the resources needed to support current customers as well as develop new business relationships.

"I am very impressed with the technology behind the Packet8 solution and the ease with which it can be deployed in any business setting," said Jay Groenke, managing partner at InTouch Services Group, an Avtex value added reseller that recently began selling Packet8 services. "With today's challenging economy, more and more businesses are looking to trim expenses without sacrificing quality and Packet8's innovative IP communications solutions deliver on both fronts."

For additional information about Packet8 business communications solutions, go to <http://business.packet8.net/>.

About 8x8, Inc.

8x8, Inc. (NASDAQ: EGHT) offers voice, video and mobile communications solutions for business and residential customers. Marketed under the Packet8 brand name, these solutions leverage existing broadband Internet connections and cellular networks to deliver advanced features and digital quality phone service at a fraction of the cost of legacy, copper wire alternatives. Businesses of any size, configuration or geographic location can benefit from the cost, performance and operational advantages of VoIP technology by selecting the Packet8 solution that best fits their needs, whether it's the Virtual Office Hosted iPBX phone system, Packet8 Complete Contact Center, Virtual Trunking IP dial tone solution or Packet8 Hosted Key System service. All Packet8 communications solutions carry little or no upfront investment, no maintenance or upgrade fees and no change in user behavior. For additional company information, visit 8x8's web site at <http://www.8x8.com>. For information about Packet8 products and services, visit <http://www.packet8.net>.

About Avtex

Avtex provides multimedia contact center, enterprise-wide communications solutions and emergency notification solutions. A Microsoft Certified Gold Partner and Interactive Intelligence Platinum Partner, Avtex has a staff of software developers, systems engineers, network engineers, system design consultants, project managers, customer support personnel and field technicians that are trained, certified and specialize in mission critical applications. Based in Minneapolis, Avtex supports customers across the United States and in six countries. In addition to Minneapolis, Avtex has offices in Milwaukee and Appleton, Wis., Des Moines, Iowa, Omaha, Neb., Cincinnati, Ohio and Atlanta, Ga. To reach Avtex, call 800.323.3639 or visit <http://www.avtex.com>

NOTE: 8x8, the 8x8 logo, Packet8, the Packet8 logo, Packet8 Virtual Office, Packet8 Softtalk, Packet8 Tango and Packet8 Complete Contact Center are trademarks of 8x8, Inc. All other trademarks are the property of their respective owners.

Website: <http://www.8x8.com/>

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