

Packet8 Successfully Launched MobileTalk™ Service Powered by MobileMax

HERZELIA, Israel. Dec. 17 – MobileMax (TASE: MBMX), the leading provider of mobility and unified communications technologies, and 8x8, Inc. (Nasdaq: EGHT), provider of Packet8 broadband Voice over Internet Protocol (VoIP), videophone and mobile VoIP communication services, have successfully launched a user-friendly mobile calling service that offers a simple, affordable and high quality digital voice solution to overseas calling.

The new service, called “Packet8 MobileTalk™” (<http://mobiletalk.packet8.net>) is based on MobileMax Residential Edition software for carriers and service providers. MobileMax’s solution utilizes a downloadable software application that can reside on any smart phone (Windows, Palm, Blackberry and Symbian-based mobile phones) to automatically route international calls from the mobile phone through the Packet8 digital VoIP network. This will enable cell phone users to significantly reduce their international phone bills while maintaining high international voice quality and the ability to enjoy the convenience and flexibility of mobile calling.

"We are delighted to have signed our first distribution agreement with an American VoIP provider," said MobileMax EVP Sales and Marketing, Mr. Gaddi Menahem. "Our agreement with 8x8 is a major milestone towards penetrating the VoIP field, which we view as strategic, and its growth will lead to increased demand for our company's products. We are proud that 8x8 has chosen to launch the Packet8 MobileTalk service based on MobileMax technology and we are working on adding new features, distribution methods and the support of additional mobile handsets together with 8x8. This agreement indicates the great market need from VoIP and telecom carriers to enter the mobile market and to compete with mobile operators on costly mobile minutes. MobileMax technology enables providers like 8x8 to quickly launch a successful mobile service and to provide quality, innovative solutions for the residential, SMB and enterprise mobile market."

"Packet8 MobileTalk is a breakthrough application that dramatically improves the international mobile calling experience from start to finish," said 8x8 Chairman and CEO Bryan R. Martin. "Most mobile phone users typically avoid placing overseas calls from their cell phones because their mobile carriers charge exorbitant rates for such calls. With Packet8 MobileTalk, subscribers won't think twice about calling Europe or Asia from their cell phones because instead of one-to-three **dollars** per minute, they will be paying as little as two-to-five **cents** per minute over the Packet8 network to most destinations."

Unlike calling card, callback and other reduced-rate international phone services, which require the user to dial numerous key strokes in addition to their destination number or make their calls through cumbersome software applications, Packet8 MobileTalk users can dial calls directly and comfortably from a mobile handset, contact list or speed dial directory with no additional keystrokes - a significant advantage, for example, when placing a call while driving. Once a destination number

is dialed or selected, the Packet8 MobileTalk software application identifies the international prefix being called and redirects the call to a local Packet8 network access.

In addition, with Packet8 MobileTalk, all calls are carried to the Packet8 network over the subscriber's existing cellular voice phone service and do not require access to an expensive monthly data plan or WiFi access point. Packet8 MobileTalk calls offer unparalleled voice quality as the calls are routed over the award-winning, patent-protected Packet8 digital phone VoIP network.

MobileMax will be presenting its solutions at the Internet Telephony Conference and Expo, booth 833, January 23rd to 25th at the Miami Beach Convention Center.

About MobileMax

MobileMax (<http://www.mobile-mx.com>) develops markets and supports a unique technology that enables carriers and service providers to dramatically increase usage and ARPU while substantially reducing cost for mobile users (patent-pending). Using MobileMax's technology, mobile subscribers can dial international calls directly from their mobile handsets - with no additional keystrokes - and automatically enjoy reduced-rate services.

MobileMax Technologies is a publicly traded company on the Tel Aviv Stock Exchange (TASE:MBMX). MobileMax products are currently being used in the USA, Europe, South America and Asia.

About 8x8, Inc.

8x8, Inc., the second largest standalone VoIP service provider in the United States, offers internet-based telephony solutions (<http://www.packet8.net>) for individual and home use, as well as small- to medium-sized business organizations. In addition to regular Packet8 VoIP service plans (monthly plans start at just \$24.99 per month for unlimited, anytime calling to the U.S., Canada and eight additional countries), 8x8 offers the Packet8 Tango Video Terminal Adapter along with accompanying monthly service plans also priced at \$24.99 per month.

Packet8 Virtual Office, 8x8's VoIP phone system for small- to medium-sized businesses, is a hosted PBX solution comprised of powerful business class features. Companies subscribing to Virtual Office pay just \$49.99 per month per extension for enterprise-class PBX functionality, along with unlimited local and long distance calling in the U.S. and Canada.

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