

**Zix Corporation Selected by Arizona Hospital and Healthcare Association Service Corporation as a Preferred Vendor**

**DALLAS — Jan. 20, 2004 —** Zix Corporation (ZixCorp™), (Nasdaq: ZIXI), a global provider of e-messaging protection and transaction services, today announced that the Arizona Hospital and Healthcare Association (AzHHA) Service Corporation— a subsidiary of AzHHA, Arizona's largest healthcare association — has selected ZixCorp as its preferred provider of secure e-messaging solutions.

The partnership will enable AzHHA's 104 member organizations to purchase ZixCorp communications protection services through the AzHHA Service Corporation's Preferred Vendor Program. ZixCorp's e-messaging services will help hospitals and healthcare organizations meet the requirements of the Health Insurance Portability and Accountability act of 1996 (HIPAA), which mandates appropriate safeguards for electronic communications over public networks.

"We were impressed by the ease of use and cost effectiveness of ZixCorp," said Lynn Bruchhof, chief operating officer for AzHHA. "We were pleased with the smooth, efficient implementation of its services at BlueCross BlueShield of Arizona. Plus, the interoperability and send-to-anyone functionality will enable our members to communicate securely with each other without major overhauls of their IT departments. ZixCorp's participation in our Preferred Vendor Program expands our goal of providing our members with cutting-edge, best-of-breed products and services."

The endorsement of the AzHHA follows ZixCorp's selection by leading Arizona healthcare organizations including: Abrazo Health Care, Sun Health, Iasis Healthcare, John C. Lincoln Health Network; a call center for National Imaging Associates; and BlueCross BlueShield of Arizona which recently renewed its contract with ZixCorp.

"Our prominence in the healthcare sector both nationally and in the state of Arizona is helping ZixCorp to gain partnerships such as this one," said Dennis Heathcote, vice president of marketing and products for ZixCorp. "We're proud to see that our easy-to-use services are being recognized by respected associations like the New Jersey Hospital Association, AllHealth, and the Blue Cross and Blue Shield Association as services worth recommending to their members."

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“As a service-based organization, we offer a more holistic, customer-focused approach to doing business,” continues Heathcote. “Our customers judge us by the success of their implementation and our ongoing service. Because of the high importance we place on customer satisfaction, our sales and support reps are with the customer from the first meeting, through deployment and beyond, to ensure a successful launch. It’s this undivided attention we show our customers that help us develop the strong relationships that get recognized by our customers’ peers and representative associations.”

**About the AzHHA**

The Arizona Hospital and Healthcare Association is an organization of hospitals and health systems dedicated to providing leadership on issues affecting the delivery, quality, accessibility and cost effectiveness of healthcare. The Association accepts and shares in the responsibility for improving the health status of the people of Arizona. For more information, visit [www.azhha.org](http://www.azhha.org).

**About Zix Corporation**

Zix Corporation (ZixCorp™) is a global provider of e-messaging protection and transaction services. ZixCorp offers a range of solutions to protect organizations from viruses, spam, and electronic attack, as well as enabling secure electronic communications, such as email encryption and e-prescribing. ZixCorp helps organizations of any size to streamline operations, mitigate risks, and leverage the efficiencies of e-messaging. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

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