

MEDIA ADVISORY

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Zix Corporation Contributes to Ferris Research Webinar

ZixCorp speaker to discuss affects of HIPAA and GLBA on email policies

DALLAS — Feb. 2, 2004 — Zix Corporation (ZixCorp™), (Nasdaq: ZIXI), a global provider of e-messaging protection and transaction services, today announced it will participate in a Web seminar hosted by Ferris Research on Wednesday, Feb. 4.

The seminar will:

- Highlight the growing body of regulations and law
- Identify information that must be kept private
- Identify the criteria for access to such material
- Discuss disposal policies for confidential information

Eddy Smith, research engineer for ZixCorp will speak about how the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the Gramm-Leach-Bliley Act of 1999 (GLBA) have affected the healthcare and legal/financial sectors. Smith is a founding member of the ZixResearch Center™ where he leads the efforts in content scanning and lexicon development that enable ZixCorp solutions to assist companies in achieving regulatory compliance.

What: “Electronic Privacy Regulations. A Ferris Research Panel Discussion”

When: Feb. 4 at 12:30 p.m. EST (11:30 a.m. CST)

Who: Eddy Smith, ZixCorp research engineer and Ben Littauer, independent consultant

Where: There is no charge to attend, however you must qualify for and join the Ferris Research User Panel. Membership is limited to messaging managers and support staff. To learn more about this event and User Panel membership, please visit <http://www.ferris.com/url/tc-20040204.html>

About Ferris Research

Ferris Research is a market and technology research firm specializing in messaging and collaboration. The company studies what's happening and what will happen in the world of digital technologies that help people communicate. Ferris Research provides business intelligence to vendors of collaborative products or services, and information systems departments in corporate organizations. For more information, visit www.ferris.com.

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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.

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