

Zix Corporation Introduces Personal Financial Lexicon for ZixVPM®

Automatic email filter detects and encrypts personally identifiable financial information protected under GLBA regulations

DALLAS — Feb. 19, 2004 — Zix Corporation (ZixCorp™), (Nasdaq: ZIXI), a global provider of e-messaging protection and transaction services, today announced the availability of the Personal Financial Lexicon for its ZixVPM® (Virtual Private Messenger) enterprise-wide email encryption service. The lexicon was developed to assist financial institutions with implementation of consumer privacy policies that are a part of the Gramm-Leach-Bliley Act of 1999 (GLBA).

ZixVPM provides a secure and private channel for email communications between financial institutions, their customers, and business partners. The lexicon helps financial institutions enact corporate policies by automatically encrypting emails that contain content defined within GLBA as “personally identifiable financial information.” This information includes financial identifiers (e.g. Social Security numbers and account numbers), financial terms (e.g. balance transfer, refinance, etc.), and credit card numbers. The lexicon helps to significantly reduce the disclosure of confidential information via email and limits liability risk for financial privacy issues such as credit card fraud and consumer identity theft.

The lexicon was created by the ZixResearch Center™, the research and analysis hub for ZixCorp. The ZixResearch Center provides regular updates and enhancements to ZixCorp’s lexicons based on its own extensive research, as well as input from our customers and the law firm of Preston Gates & Ellis LLP. A top Fortune 500 financial company and several other leading financial institutions helped to develop the Personal Financial Lexicon. The final rules of *Privacy of Consumer Financial Information* from the SEC, FTC, Federal Reserve, FDIC, and National Credit Union Administration were also consulted for the lexicon’s development.

“The Personal Financial Lexicon is similar to the very successful HIPAA Lexicon we developed to assist in achieving compliance with government mandates in the healthcare sector,” said Cary Reams, director of product management for ZixCorp. “The send-to-anyone capability of ZixVPM enables corporations to safely and automatically encrypt all emails containing sensitive information, whether they are being sent to another institution or an individual customer. Going the extra step to extend GLBA-mandated privacy policies to include secure email ensures confidential communications, demonstrates good business sense, and provides good customer relations.”

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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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