

## MEDIA ADVISORY

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### Zix Corporation Contributes to Teleconference on Anti-spam Technology

#### ZixCorp® product manager and customer to speak at The Radicati Group event

**DALLAS — April 19, 2004 —** Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of e-messaging protection and transaction services, today announced it will participate in “Anti-Spam Market 2004-2008,” an hour-long teleconference conducted by The Radicati Group on April 22.

ZixCorp Product Manager Lee Brooks and ZixCorp customer Mark Starry of Capital Region Healthcare will discuss Message Inspector™, ZixCorp’s comprehensive email content filtering software. The teleconference will examine the market for anti-spam, new spam filtering technologies, the emergence of industry standards and legislation, key vendors, and the future of anti-spam. The event will be moderated by Dr. Sara Radicati, president and CEO of The Radicati Group, Inc.

- What:** Anti-Spam Market 2004-2008
- When:** April 22 at 12:30 p.m. EDT (11:30 a.m. CDT)
- Who:** Lee Brooks, ZixCorp product manager, and Mark Starry, ZixCorp customer
- Where:** Registration is available at The Radicati Group Web site at [www.radicati.com](http://www.radicati.com).  
The teleconference fee is \$175 per call-in line.

#### About The Radicati Group, Inc.

The Radicati Group, Inc. is a consulting and market research firm specializing in all areas of messaging and collaboration, directory services, provisioning and identity management, security, unified messaging and communications, and wireless. The company provides investors, corporate customers and suppliers with the market research information and consulting advice necessary to compete on a worldwide basis. The Radicati Group, Inc. has offices in Palo Alto, Calif., and London, U.K. For more information, visit [www.radicati.com](http://www.radicati.com).

#### 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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