



MEDIA ADVISORY

Zix Corporation Conducts Free Web Seminar on Personal Financial Lexicon

Webinar to discuss how email content recognition improves secure communications

DALLAS — May 12, 2004 — Zix Corporation (ZixCorp[®]), (Nasdaq: ZIXI), a global provider of e-messaging protection and transaction services, today announced it will conduct a Web seminar hosted Wednesday, May 19 highlighting the benefits of its Personal Financial Lexicon to the financial community.

The seminar will emphasize how automated content recognition:

- Extends the scope of privacy policies mandated by the Gramm-Leach-Bliley Act (GLBA)
- Reduces the disclosure of personally identifiable financial information
- Limits liability risk such as credit card fraud and consumer identity theft

What: “How Financial Institutions Can Secure Customers’ Personal Financial Information With Email Content Recognition”

When: May 19, 2004, 3:00 p.m. EDT (2:00 p.m. CDT)

Who: Eddy Smith, ZixCorp research engineer

Where: There is no charge to attend, however, registration is required. For additional information or to register for the event, please visit <http://www.zixcorp.com/series>

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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