

## **Zix Corporation Selected by New York Bankers Service Corporation as an Endorsed Vendor**

**State banking advocate to recommend ZixCorp® services to its member banks and their 280,000 employees**

**DALLAS — Aug. 9, 2004—** Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of e-messaging protection and transaction services, today announced it has formed a strategic alliance with the New York Bankers Service Corporation (NYBSCO), the wholly-owned subsidiary of the New York Bankers Association (NYBA), as an endorsed vendor for secure e-messaging services.

The alliance will enable NYBA's membership to purchase ZixVPM® (Virtual Private Messenger) ZixMail®, and ZixPort® communication protection services through its group purchasing program. ZixVPM is an enterprise-wide email encryption service with a built-in personal financial lexicon that automatically encrypts emails containing information mandated by the Gramm-Leach-Bliley Act (GLBA) as personally identifiable financial information — including financial identifiers (Social Security and account numbers), financial terms (e.g., balance transfer, refinance, etc.), and credit card numbers. ZixMail is an easy-to-use desktop encryption solution and ZixPort provides custom branding and encrypted messaging capability to corporate Web sites.

"Bank security is a top priority for NYBA, and ZixCorp's encryption services prevent serious security breaches such as identity theft, and complement the security programs we offer our membership," said Michael P. Smith, president of NYBA. "Many factors made ZixCorp the right choice as an endorsed vendor, including its lexicon geared specifically to financial users and its roster of current clients, including the Office of the Comptroller of the Currency."

For more than a century, NYBA has provided advocacy and leadership for New York's financial services industry. The association represents 10 of the top 20 commercial banks in the nation, as well as regional and community banks.

"The support of NYBSCO, will add to our base of existing financial clients, and accelerates ZixCorp.'s growing presence in the financial community," said Rick Spurr, president and chief operating officer for ZixCorp. "This market sector is becoming more aware of confidentiality and consumer privacy issues, and our communications protection services make adherence to company email policies easy. We're excited that NYBA is taking the initiative to help inform its membership of the importance of email security."

-more-



**About the New York Bankers Association**

NYBA is comprised of community, regional, and money center commercial banks throughout New York state with more than 280,000 employees and more than \$1 trillion in assets. For more information, visit [www.nyba.com](http://www.nyba.com).

**About Zix Corporation**

Zix Corporation (ZixCorp<sup>®</sup>) 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, e-prescribing, on-line doctor visits, and electronic lab results. ZixCorp helps organizations of any size to streamline operations, reduce risks, and leverage the efficiencies of e-messaging. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

###

**ZixCorp Contacts:**

Public Relations: Christa Osswald (214) 370-2175, [publicrelations@zixcorp.com](mailto:publicrelations@zixcorp.com)  
Investor Relations: Peter Wilensky (214) 515-7357, [invest@zixcorp.com](mailto:invest@zixcorp.com)