



MEDIA ADVISORY

Zix Corporation to Attend The New York Bankers Association's 54th Annual Retail Banking Conference

e-Messaging Provider to Present Email Security Solutions to Banking Industry

DALLAS —Oct. 11, 2004 — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging, e-prescribing, and e-transaction applications and services, today announced it will be attending the New York Bankers Association's 54th Annual Retail Banking Conference. ZixCorp will be showcasing its applications and services for secure email including: ZixVPM® (Virtual Private Messenger), a company-wide solution for organizations that requires a high level of policy-based encryption for inbound and outbound email; ZixPort®, which provides the functionality of custom branding and encrypted messaging to a company's existing enterprise portal; and ZixMail®, a desktop application that enables individuals to send and receive encrypted email to anyone quickly and easily. For more information, please visit, http://www.nyba.com/education/pdf/Retail04_FULLPROGRAM.pdf.

What: NY Bankers Association's 54th Annual Retail Banking Conference
Who: Zix Corporation
When: October 18 -20, 2004
Where: Crowne Plaza Hotel, 10 Eyck Plaza, Albany, NY

About The New York Bankers Association:

For more than a century, the New York Bankers Association (NYBA) has been at the vanguard of the financial services industry. Today, NYBA represents ten of the top 20 commercial banks in the nation, as well as regional banks and over 110 community banks. NYBA represents independent, community, regional and money center commercial banks throughout New York State with more than 280,000 employees and more than \$1 trillion in assets.

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About Zix Corporation

Zix Corporation (ZixCorp®) is a global provider of secure e-messaging, e-prescribing, and e-transaction applications and 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.

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