

Zix Corporation to Participate in Pri-Med East as Part of eRx Collaborative**ZixCorp® driving e-prescribing adoption in Massachusetts at key industry conference**

DALLAS — Oct. 25, 2004 — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of e-messaging, e-prescribing, and e-transaction applications and services, today announced it will participate in the Pri-Med East conference as a founding member of the eRx Collaborative. Comprised of ZixCorp, Blue Cross Blue Shield of Massachusetts, Tufts Health Plan, and Neighborhood Health Plan, the eRx Collaborative seeks to accelerate the adoption of e-prescribing to improve patient safety and enhance efficiencies throughout the state's healthcare system. eRx Collaborative representatives will be located in Booth 1219.

What: Pri-Med East
When: Oct. 29 - 31, 2004
Who: eRx Collaborative, including ZixCorp
Where: Boston Convention & Exhibition Center
415 Summer Street, South Boston, Mass.
eRx Collaborative Booth #1219

About the Pri-Med Conference & Exhibition

The Pri-Med Conference & Exhibition is the leading conference for primary care practitioners. The core curriculum, Current Clinical Issues in Primary Care, is developed and presented by faculty from Harvard Medical School in conjunction with other leading medical institutions. For additional information on the show, please visit:

<http://www.pri-med.com/pmo/LiveProgramDetail.aspx?url=/pmo/10/events/10EST04A/>.

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 orders and 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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About the eRx Collaborative

Blue Cross Blue Shield of Massachusetts, Tufts Health Plan, Neighborhood Health Plan, and Zix Corporation have formed a collaboration to offer physicians a comprehensive e-prescribing program. The program is expected to dramatically improve patient safety and reduce medical costs.

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