



MEDIA ADVISORY

Zix Corporation Hosts Web Seminar on Addressing HIPAA Compliance with Secure Messaging Technology

DALLAS — Nov. 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 conduct a Web seminar on Nov. 17 titled "Where Privacy Policies Fail: Addressing HIPAA Compliance with Secure Messaging Technology." With the HIPAA Security Rule deadline looming in April 2005, healthcare organizations are gearing up to implement administrative safeguards to protect PHI (Protected Health Information) leaks via email. To illustrate the problem, ZixCorp has gathered both historic and current data that shows the inadequacy of administrative policies. The Web seminar will address the state of secure email in the healthcare community today and how the latest encryption technology can ensure HIPAA compliance and more effective communication.

- What:** "Where Privacy Policies Fail: Addressing HIPAA Compliance with Secure Messaging Technology"
- When:** Wednesday, Nov. 17, 2004 — 2:00 p.m. CST
- Who:** Edward Smith, M.A., M.S., and senior research engineer for ZixCorp
- Where:** There's no charge to attend; however, registration is required. For additional information or to register for the event, please visit <http://www.zixcorp.com/newsroom/webseminars.php>.

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, 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.

ZixCorp Contacts:

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