

Zix Corporation Releases White Paper on Internet Phishing Scams

DALLAS — Nov. 16, 2004 — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging, e-prescribing, and e-transaction applications and services, today announced the availability of the white paper “Email Phishing: Keys to Fighting Identity Theft and Email Scams” on its Web site.

The paper includes descriptions of Internet phishing scams, various solutions to blocking phishing emails, and how to avoid being a victim. Also included is a breakdown of a recent eBay hoax that demonstrates key components of typical phishing emails. The white paper was written by ZixResearch Center™ Senior Research Engineer Philip Tucker.

Phishing scams use email that appears to be from a legitimate organization, most commonly financial organizations, to gather sensitive information from recipients. Included in these emails is usually a link to a fraudulent Web site that mimics the actual organization where victims enter their private data directly into the scammers’ hands. According to the Anti-Phishing Working Group, phishing attacks are on the rise, with almost 10 new unique attacks sent daily.

“Unfortunately, the success of phishing scams is not because they promise wealth, vitality, or weight loss like spam does, but because they seem to be innocuous standard emails sent from actual businesses,” said Tucker. “Recipients who are unaware, or just distracted, simply click on the bogus link and unwittingly give up vital information like passwords, credit card numbers, or bank account numbers. In seconds, scammers have what they need to steal identities and make life miserable for thousands of people every day. Often it’s weeks before victims even realize what happened.”

The white paper can be viewed or downloaded at <http://www.zixcorp.com/phishing/form.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.

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