ZIXcorp.

MEDIA ADVISORY

Zix Corporation To Present Sessions On e-Prescribing and PHI Protection At HIMSS Conference and Exhibition

ZixCorp® executives educate healthcare industry on office efficiency, patient safety, and secure electronic communication

DALLAS — Jan. 5, 2005 — 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 a key participant and exhibitor at the HIMSS (Healthcare Information and Management Systems Society) Conference and Exhibition.

What: ZixCorp presents three e-sessions and one product pavilion session at HIMSS (details below)

When: Feb. 13 – 17, 2005

Who: John A. Ryan, chief executive officer
               Gary Liu, PhD, former ZixCorp CTO and ZixMail® inventor
               Edward Smith, MA, MS, senior research engineer
               Daniel Sands, MD, MPH, FACMI, chief medical officer
               Salvatore Volpe, MD, FAAP, FACP, CHCQM, ZixCorp customer

Where: Dallas Convention Center, 650 S. Griffin St., Dallas, Texas

Details:

e-Sessions

e-Sessions are 20-minute, computer-based learning programs that are available during the HIMSS Conference and Exhibition. PowerPoint presentations are available with synchronized audio in the e-session viewing area at the convention center.

"Rx Management: The Next Generation of e-Prescribing"
Sunday, Feb. 13, 8:00 a.m. – 5:00 p.m.
e-Session prepared by John Ryan

e-Prescription management extends well beyond the basic capabilities of e-prescribing. Through the ability to link payers, physicians, and patients, e-prescription management provides improved accuracy, better adherence, and integrated disease management programs.

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"What Happened to PKI?"
Sunday, Feb. 13, 8:00 a.m. – 5:00 p.m.
e-Session prepared by Gary Liu

Even after nearly 20 years of development and promotions, Public Key Infrastructure (PKI) has

failed to live up to its promises. This session explores why PKI has failed and what approach will

likely succeed in the future.

"PHI in Email: Protecting the Patient's Privacy"
Sunday, Feb. 13, 8:00 a.m. – 5:00 p.m.
e-Session prepared by Edward Smith

Current administrative email policies are insufficient in protecting individually identifiable health

information. This session discusses how to safeguard patient's health information in email with

content scanning.

Product Pavilions

Product Pavilions on the exhibit floor will showcase innovative healthcare IT solutions. ZixCorp

will present in the Patient Safety Theater.

"e-Prescribing Benefits from the Physician's Point of View"
Monday, Feb. 14, 3:15 p.m. - 4:00 p.m.
Presented by Daniel Sands and Salvatore Volpe

As the healthcare sector pushes e-prescribing, it's important to know how doctors are affected.

Physicians Sands and Volpe discuss the results of studies from multiple sources. The answers

show enhanced safety, reduced errors, improved efficiency, and savings in both time and costs.

Exhibition Booth

ZixCorp will be available for questions and to provide product demonstrations in booth 6448

throughout the conference.

About HIMSS

HIMSS is the healthcare industry's membership organization exclusively focused on providing

leadership for the optimal use of healthcare information technology and management systems

for the betterment of human health. The Annual HIMSS Conference & Exhibition is the one

must-attend event in the healthcare IT industry and this year's conference is set to offer even

more value. With keynotes by Scott McNealy, 200+ education sessions, 700+ exhibitors

featuring new products, cutting-edge interoperability demonstrations, a schedule packed with

networking opportunities, and more, HIMSS 2005 is the only place to join 18,000 peers to find

out everything that is going on in the industry, all in one place, all in four days. For more

information, visit http://conference.himss.org/ASP/index.asp.

About Zix Corporation

Zix Corporation (ZixCorp®) provides easy-to-use-and-deploy e-communication

services that protect, manage, and deliver sensitive information to enterprises and consumers in

healthcare, finance, insurance and government. ZixCorp's secure e-messaging services enable

policy-driven email encryption, content filtering and send-to-anyone capability while its e-

prescribing and e-lab services improve patient care, reduce costs, and improve efficiency. For

more information, visit www.zixcorp.com

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