

MEDIA ADVISORY

Zix Corporation To Sponsor and Exhibit At Texas Banker's Association's Second Annual Technology in Banking Conference

DALLAS — Jan. 11, 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 sponsor a breakfast and exhibit at the Texas Banker's Association's Technology in Banking Conference, Jan. 19 - 21 in San Antonio, Texas. ZixCorp will highlight its ZixVPM[®] secure email encryption solution aimed at local and regional banks. The solution contains a built-in personal financial lexicon that automatically encrypts emails containing personally identifiable information — including financial identifiers (Social Security and account numbers), financial terms (balance transfer, refinance) and credit card numbers.

What: Texas Banker's Association's Second Annual Technology in Banking Conference

When: Jan. 19 – 21, 2005

Where: Marriott Plaza Hotel, 555 S. Alamo, San Antonio, Texas

About The Texas Bankers Association

The mission of the Texas Bankers Association (TBA) is to meet the growing needs of members with education, information, and advocacy. Since 1885, the TBA has been working to create a dynamic and profitable environment for Texas banks. This environment has provided a healthy atmosphere for the industry, as well as resources and services to benefit bank employees. Like the bankers it represents, TBA is also concerned about helping bank customers of all ages throughout the state. It has established programs to reduce crime and fraud, to help youngsters achieve financial literacy and to help senior citizens be safe in nursing homes.

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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