

Zix Corporation Service Contract Renewed for Blue Cross of Northeastern Pennsylvania**Leading regional healthcare provider signs new two-year contract for secure e-messaging services**

DALLAS — Jan. 24, 2005 — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging, e-prescribing, and e-transaction applications and services, today announced that Blue Cross of Northeastern Pennsylvania (BCNEPA) has renewed its ZixCorp contract for secure e-messaging.

The company signed a new two-year contract to continue ZixVPM® (Virtual Private Messenger) and ZixPort® communication protection services. ZixVPM enforces BCNEPA's email policies for 1,250 employees, including a pre-configured HIPAA lexicon that automatically encrypts confidential protected health information (PHI). ZixPort provides custom branding and encrypted messaging functionality to the company's Web site.

"ZixVPM's interoperability and transparency to end users has made compliance with HIPAA email regulations easy," said Don White, director of IT operations for BCNEPA. "We're pleased with ZixCorp's expertise in meeting the specific needs of healthcare privacy issues and look forward to continuing our relationship."

Secure email in the healthcare sector is one of the issues addressed in the Security Rule of the Health Insurance Portability and Accountability Act of 1996 (HIPAA). The deadline for meeting the Security Rule is April 21.

"ZixCorp provides numerous Blue plans with communications protection services," said Rick Spurr, president and chief operating officer for ZixCorp. "It's a sign that our easy-to-use, easy-to-deploy solutions are a leader in the marketplace and we're excited that our success in this payor sector will continue."

About Blue Cross of Northeastern Pennsylvania

Blue Cross of Northeastern Pennsylvania, an independent licensee of the Blue Cross and Blue Shield Association, is a not-for-profit health care company headquartered in Wilkes-Barre, Pennsylvania. It offers a comprehensive portfolio of health insurance products and administrative services to approximately 600,000 individuals in 13 counties. BCNEPA and its subsidiary, First Priority Health, offer a wide variety of health care coverage options, including Traditional Blue Cross/Blue Shield, Access Care II (a PPO product), First Priority Health Plus (a POS product) and First Priority Health (an HMO product). For more information, please visit www.bcnepa.com.

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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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