

#### **News Release**

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# Blue Cross Blue Shield of Louisiana Selects Zix Corporation for Statewide e-Prescribing Pilot Program

# Contract Calls for 500 user PocketScript® Pilot Program

**DALLAS** — **May 2, 2006** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), the leader in hosted services for email encryption and e-prescribing, today announced that Blue Cross and Blue Shield of Louisiana will sponsor a statewide e-prescribing pilot program using ZixCorp's PocketScript for 500 physicians. The Blue Cross and Blue Shield of Louisiana agreement represents the fulfillment of a letter of intent announced in February.

The e-prescribing initiative includes a wireless handheld PDA, wireless connectivity, and the PocketScript e-prescribing service, which will provide access to data, formulary, eligibility, and pharmacy information; training; service; and support for up to one year.

"We are excited about being selected as a statewide sole vendor and to work with a progressive, forward-thinking Blue Cross and Blue Shield Plan that understands the value electronic prescribing brings to healthcare," said Rick Spurr, chief executive officer for ZixCorp. "This contract fits our market strategy that emphasizes a minimum of 500 physician participants concentrated in a single community, in this case statewide. This concentration enables early e-prescribing adopters to help sell follow on prescribers in the same market, a necessity to create mass, rapid adoption of this revolutionary technology. Recruiting for this initiative will begin in May and deployments could begin as early as June."

### **Payor Program Update**

- Achieved high end of previous guidance of 800-900 prescriber deployments across all programs having deployed 885 prescribers in Q1 2006.
- As of today, ZixCorp has completed 780 deployments of the 1,000 contracted by Aetna and 200 of the 250 contracted by Independence Blue Cross.
- Remaining Aetna and IBC deployments will be completed this quarter.
- ZixCorp is actively recruiting for newly sponsored prescribers in Massachusetts for the eRx Collaborative and in Pennsylvania for Highmark.
- Payor sales activity continues to be high.

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## **About Zix Corporation**

ZixCorp is the leading provider of hosted email encryption and e-prescribing services. ZixCorp's email encryption services provide an easy and cost-effective way to ensure customer privacy and regulatory compliance for corporate email. Its PocketScript® e-prescribing service reduces costs and improves patient care, by automating the prescription process between payers, doctors and pharmacies. For more information, visit <a href="https://www.zixcorp.com">www.zixcorp.com</a>.

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