

Zix Corporation Meets e-Prescribing Requirements of BCBSMA**Significant milestone achieved as PocketScript® utilization numbers rise**

DALLAS — April 6, 2005 — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging, e-prescribing, and e-transaction applications and services, today announced it has successfully passed the industry's first payor-driven e-prescribing utilization study. This study, specified by Blue Cross Blue Shield of Massachusetts (BCBSMA), was designed to ensure continued utilization of physicians sponsored by the eRx Collaborative. The successful completion of the study provides BCBSMA with evidence of practice and provider commitment to ongoing use of ZixCorp's e-prescribing program.

In December 2004, ZixCorp and BCBSMA set specific requirements for sustained e-prescribing use across the entire active user base. The achievement of meeting these requirements has triggered funding for the deployment of 300 prescribers previously held in contingency. In addition, BCBSMA has signed a contract for an additional 300 new prescribers as the first phase of its multi-phased e-prescribing program for 2005. ZixCorp and BCBSMA have agreed that once the first 300 of these 600 prescribers are successfully deployed, the parties will discuss funding for follow-on phases. Details of the utilization study were not disclosed; however, the study focused both on the number of active users and the quantity of prescriptions filled via ZixCorp's PocketScript application.

"This utilization study has shown that with the right approach to recruitment, deployment, and ongoing service, physicians will embrace this technology," said Kirk Paul Kirkman, vice president of physician recruitment and retention for ZixCorp. "It's gratifying that the investment we've made in our utilization team to promote consistent use of e-prescribing by practices of all sizes continues to pay off and helps provide a consistent, positive user experience."

PocketScript enables physicians to write and generate prescriptions through wireless handheld devices or a secure Web site directly to pharmacies. It also delivers real-time formulary information, drug interaction and drug-to-allergy checking, a drug reference guide, and patient medication history lists.

ZixCorp also maintains a robust training program that ensures users understand the application before it's deployed and have access to ongoing assistance. ZixCorp's utilization team then provides consistent monitoring of new e-prescribers, which further identifies and eliminates any ongoing issues.

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"We are pleased with ZixCorp's dedication to support its e-prescribing users," said Vinny Plourde, vice president of provider services for BCBSMA. "We believe this support is vital to physician adoption and simplifies their use of e-prescribing. This in turn will create a win-win for our member physicians and their patients by improving the quality of care, improving patient safety, decreasing costs, and increasing efficiency."

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts (<http://www.bcbsma.com>) was founded 67 years ago by a group of community-minded business leaders. Today, headquartered in Boston, BCBSMA provides coverage to 2.7 million members. Consistently recognized for standards of service that are among the highest in the nation, Blue Cross Blue Shield of Massachusetts is the choice for health care consumers seeking reliable and high quality health care coverage. Blue Cross Blue Shield of Massachusetts is an independent licensee of the Blue Cross Blue Shield Association.

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 eSecure services enable policy-driven email encryption, content filtering and send-to-anyone capability while its eHealth services improve patient care, reduce costs, and improve efficiency through e-prescribing and e-lab solutions. For more information, visit www.zixcorp.com.

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