

## MEDIA ADVISORY

Page 1 of 2

### **Zix Corporation to Participate at Health Strategies Consultancy's e-Prescribing Conference**

**Panel to discuss business models, value proposition for stakeholders, and incentives to foster adoption**

**DALLAS — May 18, 2005** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging, e-prescribing, and e-transaction applications and services, today announced ZixCorp's vice president of eHealth sales, Brent Sanders, will be a panel participant on the Rx Chain and Financing e-Prescribing session at "ePrescribing: Are You In?" a conference presented by Health Strategies Consultancy.

The panel, which also includes Blue Cross Blue Shield of Massachusetts and Express Scripts, will focus on the complexity of the healthcare supply chain and the misalignment of economic interests as key challenges to broader diffusion of electronic prescribing technologies. Other topics will include e-prescribing business models and the value for stakeholders throughout the supply chain.

For more information about the conference visit

[www.healthstrategies.net/conferences/eprescribing.html](http://www.healthstrategies.net/conferences/eprescribing.html)

**What:** Rx Chain and Financing e-Prescribing Initiatives panel  
**When:** May 24, 2005, 1:15 p.m. – 2:15 p.m. (EDT)  
**Who:** Brent Sanders, ZixCorp's vice president of eHealth sales  
**Where:** The Ronald Reagan Building and International Trade Center  
1300 Pennsylvania Avenue, NW  
Washington, DC 20004

#### **About Health Strategies Consultancy**

Health Strategies Consultancy is a leading strategic advisory company in the healthcare field. The group provides consulting, research, and educational products to a range of commercial and nonprofit customers with interests in improving the healthcare system. The firm is based on the premise that business strategy and public policy in healthcare are integrally linked, and that deep content expertise is necessary to understand and navigate either realm.

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The company employs an unparalleled talent base with experience from CMS, FDA, White House OMB, CBO, DHHS, state Medicaid programs, and the United States Congress. Experienced staff are also drawn from leading Fortune 500 healthcare companies, financial institutions, and contract research organizations. Health Strategies maintains a focus on substance and a strong research agenda that enables staff to proactively anticipate client needs. The company's proximity to cutting edge business and policy decisions and its high degree of client focus enables rapid, thoughtful, and actionable analysis of emerging commercial issues. The firm is strategic and analytic in its focus and does not lobby the Congress or the Administration.

#### **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](http://www.zixcorp.com).

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