

## Zix Corporation Selected by the Health Alliance for System-wide Email Encryption for 4,000 Users

Cincinnati-area's largest health system to use ZixVPM<sup>®</sup>, ZixPort<sup>®</sup> solutions

**DALLAS — Aug. 17, 2005** — Zix Corporation (ZixCorp<sup>®</sup>), (Nasdaq: ZIXI), a global provider of secure e-messaging and e-prescribing, applications and services, today announced that the Health Alliance, the largest and leading health system in the Cincinnati tri-state area has chosen ZixCorp as its email protection solution.

The system purchased ZixVPM (Virtual Private Messenger) and ZixPort secure e-messaging to meet the email mandates of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) for its six hospitals and primary care physician group. ZixVPM will enforce company-wide email security policies for 4,000 users to ensure secure handling of confidential data, including a pre-configured HIPAA lexicon that automatically detects Protected Health Information (PHI). ZixPort will provide custom branding and encrypted messaging functionality to the organization's Web site.

"We already communicate with many healthcare entities that use ZixCorp's services, so we were familiar with how easy it was to use," said Ron Lake, IT data security administrator and HIPAA security officer for the Health Alliance. "By selecting ZixVPM, our secure email is now delivered directly into our inboxes, which improves efficiency. I especially like how the HIPAA and profanity lexicons scan and screen our incoming mail to prevent PHI leaks and unwanted communications."

"We're pleased to welcome the Health Alliance into the ZixCorp secure email network," said Rick Spurr, chief executive officer for ZixCorp. "Our technology enables secure communication with anyone even if recipients don't have ZixCorp products installed. When both the sender and receiver have ZixCorp solutions, these customers enjoy increased convenience and more effective, direct transmissions."

### About the Health Alliance

The Health Alliance covers the entire Greater Cincinnati area from Warren County, Ohio, to Grant County, Ky. It is the Tristate's largest and leading integrated health care system, composed of The Christ Hospital, The University Hospital, The St. Luke Hospitals, The Jewish Hospital, The Fort Hamilton Hospital, and the physicians of Alliance Primary Care. For more information, visit [www.health-alliance.com](http://www.health-alliance.com).

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### **About Zix Corporation**

Zix Corporation (ZixCorp<sup>®</sup>) 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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### **ZixCorp Contacts:**

Public Relations: Christa Osswald (214) 370-2175, [publicrelations@zixcorp.com](mailto:publicrelations@zixcorp.com)

Investor Relations: Peter Wilensky (214) 515-7357, [invest@zixcorp.com](mailto:invest@zixcorp.com)