

## Zix Corporation Introduces ZixDirect™

### **New zero footprint service delivers encrypted email directly to the inbox**

**DALLAS — June 12, 2006** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), the leader in hosted services for email encryption and e-prescribing, today announced its newest service, ZixDirect, which deliver encrypted email directly to the recipient's inbox. With ZixDirect, there is no client software to install and encryption capabilities are not required for the recipient to read the message, giving users the security and ease-of-use they need.

In today's business environment encrypted email communication is vital because email audits conducted by ZixCorp find that between 1 percent and 5 percent of all outbound emails contain personal non-public information. With heightened government regulations such as HIPAA, GLBA and California SB 1386 and pending legislation to prevent identity theft, the need to secure sensitive email communication is constantly growing. ZixDirect is a simple upgrade to existing ZixCorp email encryption services. With ZixDirect, the email and any attachments are encrypted and sent as an attachment to an email. When the recipient clicks on the attachment, the secure message is displayed. ZixDirect works with virtually every email system and people can read the secure email even while working offline.

"ZixDirect allows our clients to send secure messages directly into the user's inbox – which makes it even easier for our clients to communicate with peace of mind," said Bill Guerry, vice president of product management for SecureWorks. "In today's world of security breaches and information leaks, ZixCorp provides the email privacy our clients need."

ZixDirect increases an organization's flexibility in meeting the needs of different user communities with a new delivery option that is easy to use. Overall, ZixDirect helps organizations:

- Improve compliance with government regulations by providing flexibility in delivering encrypted emails to users that do not have encryption capabilities.
- Increase end user satisfaction by making the process of receiving an encrypted email virtually transparent.
- Reduce the cost of secure email communication by eliminating the need to install and maintain client software on the recipient's desktop.
- Reduce the time to implement email encryption by removing the need to pre-register users and manage key exchanges.

“This is an exciting development that increases convenience for users and expands delivery options to our customers,” said Rick Spurr, chief executive officer for ZixCorp. “Not only does ZixDirect enhance the users’ email experience, but combined with our entire service, ZixDirect helps create a robust environment that can enable seamless communication with anyone, whether they’re online or offline.”

As the leading email encryption provider with five million protected email recipients, ZixCorp’s vast network allows seamless encrypted email delivery to healthcare organizations, insurers, financial institutions and regulators, including four of the five banking regulatory agencies. ZixCorp now supports five encrypted email delivery mechanisms including S/MIME, TLS, OpenPGP, secure portal and “push” delivery.

### **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<sup>®</sup> e-prescribing service reduces costs and improves patient care by automating the prescription process between payers, doctors, and pharmacies. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

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