

## **Zix Corporation Retains Cameron Associates as Investor Relations Advisor**

### **e-Prescribing and email encryption industry leader to proactively engage investment community**

**DALLAS — August 30, 2006** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), the leader in hosted services for email encryption and e-prescribing, today announced that the Company has retained Cameron Associates, Inc., a full-service New York-based investor relations firm, as its investor relations advisor. Cameron will assist ZixCorp in broadening its financial market presence and in establishing new relationships with the investment community.

“We have recently announced a series of actions to leverage our leadership position in each of our two core markets – email encryption and e-prescribing – to propel the Company toward cash flow breakeven and ultimately profitability,” said Rick Spurr, chairman and chief executive officer for ZixCorp. “Our near-record performance in our email encryption business is driving improvement in our financial results, and our differentiated approach of offering email encryption as a hosted service along with our developing partnership channels should fuel continued growth in this business. We’ve combined that financial foundation with the significant upside potential of e-prescribing, where we are the clear leader in an industry that continues to build momentum as the healthcare sector places greater importance on the need for the safety and efficiency provided by this technology. With this invigorated business strategy, we believe we are now prepared to take a more proactive stance in our communications with the investment community. We are excited to be working with Cameron Associates to support this new initiative.”

### **About Cameron Associates**

Founded in 1976, Cameron Associates, Inc. is a New York City-based, full-service investor relations firm providing strategic counsel to a select group of public companies. The firm is particularly focused on assisting emerging companies in the U.S. who need guidance in achieving key business goals, such as improved visibility and reputation in the equity markets, proper positioning of complex financial transactions, and communicating critical corporate issues. Additional information about Cameron Associates can be found on the company’s web site at [www.cameronassoc.com](http://www.cameronassoc.com).

## **About Zix Corporation**

ZixCorp provides easy-to-use-and-deploy email encryption and e-prescribing services that protect, manage, and deliver sensitive information to the healthcare, finance, insurance, and government industries. ZixCorp's hosted Email Encryption Service enables policy-driven email security, content filtering, and send-to-anyone capability. Its PocketScript® e-prescribing service provides point-of-care access and transmission of patient and payor data that improves patient care, reduces costs, and improves efficiency. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

### *Safe Harbor Statement for ZixCorp®*

*The following is a "Safe Harbor" statement under the Private Securities Litigation Reform Act of 1995.*

*Mr. Spurr's statements made in this press release regarding cash flow breakeven, future profitability, and continued growth are forward-looking statements and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are not guarantees of future performance and involve risks and uncertainties. Actual results may differ materially from those projected in the forward-looking statements. These risks and uncertainties include, but are not limited to, the following: the company's continued operating losses and substantial utilization of cash resources; the company's ability to achieve broad market acceptance for the company's products and services, including the company's ability to enter into new sponsorship agreements for the electronic prescribing services offered by its PocketScript, Inc. subsidiary; the company's ability to maintain existing and generate other revenue opportunities, including fees for scripts written, from its PocketScript e-prescription business; reliance on establishing and maintaining strategic relationships to gain customers and grow revenues; the expected increase in competition in the company's email encryption and e-prescription businesses; and the company's ability to successfully and timely introduce new email encryption and electronic prescription products and services or related products and services and implement technological changes. Further details on such risks and uncertainties may be found in the company's public filings with the SEC, including the Company's Form 10-Q for the period ended June 30, 2006.*

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