

## Zix Corporation Expands e-Prescribing Contract with Independence Blue Cross

**Successful PocketScript® deployment and program results lead to expanded contract for 350 physicians with the Philadelphia region's largest health insurer**

**DALLAS — January 10, 2007** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), the leader in hosted services for email encryption and e-prescribing, today announced that Independence Blue Cross (IBC) has expanded its e-prescribing contract with ZixCorp for an additional 350 physicians based on ZixCorp's earlier success with IBC's e-prescribing pilot. IBC is the Philadelphia region's leading health insurer with more than 2.6 million members locally and 3.4 million nationwide.

"Since our e-prescribing pilot program began over a year ago, we have seen improvement in generic and formulary prescribing by the participating pioneer physicians," said Dr. Steven Udvarhelyi, Chief Medical Officer for Independence Blue Cross. "With ZixCorp's help, we now have more than 265 physicians writing prescriptions electronically — much faster and easier for physicians and patients, and safer than paper prescriptions with hard-to-read handwriting. We look forward to continuing to improve patient safety and generic usage through e-prescribing with ZixCorp's PocketScript service."

PocketScript enables participating IBC physicians, through a wireless handheld PDA, to write prescriptions and then send them immediately and electronically to pharmacies, improving patient convenience. Prescriptions can also be written and managed through a ZixCorp secure Web site using a common browser. During the prescribing process, the application provides real-time access to formulary information, a drug reference guide, drug-to-drug and drug-to-allergy checking, and patient-specific dispensed-drug lists.

"IBC continues to demonstrate its leadership in this market by fueling the broader adoption of e-prescribing technology in the state of Pennsylvania," said Rick Spurr, chief executive officer for ZixCorp. "We're proud to have been selected as the vendor for this next phase, which represents yet another expansion of a successful e-prescribing program."

### **About Independence Blue Cross**

Independence Blue Cross is the leading health insurer in Southeastern Pennsylvania. Nationwide, IBC and its affiliates provide coverage to nearly 3.4 million people. For nearly 70

years, Independence Blue Cross has offered quality health care products and services tailored to meet the changing needs of members, employers, groups and providers.

Independence Blue Cross recently received the highest ratings from the National Committee for Quality Assurance for its HMO and PPO health care plans. In addition, in 2005, Independence Blue Cross's Personal Choice was rated the No. 1 PPO in the nation and its Keystone HMO was ranked the No. 1 HMO in the region by health care consumers in a leading independent consumer magazine.

### **About Zix Corporation**

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 email encryption services enable policy-driven email security, content filtering, and send-to-anyone capability. Its 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).

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### **ZixCorp Contacts:**

Public Relations: Farrah Corley (214) 370-2175, [publicrelations@zixcorp.com](mailto:publicrelations@zixcorp.com)  
Investor Relations: Peter Wilensky (214) 515-7357, [invest@zixcorp.com](mailto:invest@zixcorp.com)