

Statement by Zix Corporation Supporting PCMA's e-Prescribing Recommendations

Largest e-prescribing company in the U.S. supports call to action to save lives and save money

DALLAS — July 13, 2007 — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), the leader in email encryption and e-prescribing services, issued a statement supporting yesterday's announcement of a new study by the Gorman Health Group on behalf of the Pharmaceutical Care Management Association (PCMA) to promote the widespread use of e-prescribing to drastically reduce medication errors and save up to \$29 billion in federal healthcare spend.

ZixCorp applauds the PCMA for its leadership to encourage the federal government to spur the broad adoption of e-prescribing and believes that the study recommendations, if implemented, would be effective.

As the leader in the e-prescribing industry, ZixCorp has been a pioneer in successfully providing this life-saving technology to doctors. ZixCorp's PocketScript® e-prescribing service is a point-of-care decision support tool that delivers proven benefits to payors, pharmacy benefit managers, pharmacies, providers and, most of all, patients. The PCMA report estimates that approximately 70 percent of the safety and saving advantages of e-prescribing result from providing physicians with vital information at the point-of-care, before prescriptions are written, in order to support sound clinical decision-making in consultation with patients.

"PCMA believes that Medicare e-prescribing holds the potential to transform the healthcare delivery system," said PCMA president Mark Merritt in an earlier statement to CMS.

As cited in the study, "the most successful private-sector e-prescribing initiatives have been regional and typically only achieve significant physician adoption when they are backed by that area's dominant health plan or payor." ZixCorp continues to successfully deploy this technology in a number of regions across the country via partnerships with some of the nation's largest payors resulting in reduction in medication errors and unnecessary pharmacy spend. In a poll conducted by Ayers, McHenry and Associates, Inc. in conjunction with this study, two-thirds of doctors interviewed cited financial and administrative hassles as barriers to adoption of e-prescribing. However, a payor sponsorship with a full-service technology vendor, such as ZixCorp, addresses both of these concerns and ZixCorp has

found that, with this approach, physician adoption is not a major barrier to adoption and usage.

"We have seen documented results first-hand on how e-prescribing has positively impacted patient safety and improved the efficient delivery of care in the United States," said Rick Spurr, chief executive officer for ZixCorp. "We believe the recommendation for physician incentives and a requirement to use e-prescribing, along with continued payor coordination and sponsorship, would result in huge savings for healthcare in the U.S. and, most importantly, improved patient care and safety. The savings for the healthcare industry have been proven and the methods and processes for mass adoption are well-known. We are hopeful that these study results will serve as an important catalyst to spur elected officials to action in order to accelerate the widespread use of e-prescribing."

ZixCorp's PocketScript® e-prescribing service enables physicians to order prescriptions through a secure wireless mobile PDA or secure Web site and deliver them electronically to the patient's preferred pharmacy. Mobility enables PocketScript to provide clinical decision support at the point-of-care with real-time access to a drug reference guide as well as patient-specific eligibility, formulary, and co-pay information to aid the prescriber in selecting the most cost-effective prescription based on the patient's benefits. The application also provides comprehensive drug-to-drug and drug-to-allergy interaction alerts based on patient-specific medication history. Through partnerships with RxHub and RelayHealth, and as a SureScripts GoldRx Certified Solution™, PocketScript delivers end-to-end connectivity within the healthcare system to reduce unnecessary costs, improve patient safety and convenience, and enhance practice efficiency.

About Zix Corporation

ZixCorp is the leading provider of easy-to-use-and-deploy email encryption and e-prescribing services that Connect entities with their customers and partners to Protect and Deliver sensitive information in the healthcare, finance, insurance and government industries. ZixCorp's hosted Email Encryption Service provides an easy and cost-effective way to ensure customer privacy and regulatory compliance for corporate email. Its PocketScript® e-prescribing service saves lives and saves money by automating the prescription process between payors, doctors and pharmacies. For more information, visit www.zixcorp.com.

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