

## Zix Corporation Leadership Continues with New Generation of Email Encryption Push Delivery

**ZixDirect 3.0 makes flexible, transparent delivery mechanism even easier**

**DALLAS — April 22, 2008** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), the leader in hosted services for email encryption and e-prescribing, today announced the availability of ZixDirect 3.0, allowing clients to send encrypted email using push technology through a web interface. ZixDirect 3.0 is the latest generation of the company's push technology, which instantly sends secure messages directly to a user's inbox.

"ZixCorp remains the de facto standard for hosted email encryption with more than 10 million protected email addresses in the ZixDirectory™. The new ZixDirect 3.0 release allows ZixCorp customers to run push technology through a web interface, allowing the user to access secure messages with nothing more than an internet browser," said Nigel Johnson vice president of product management and business development for ZixCorp. "ZixCorp's Email Encryption Service has always been easy to use, which is ideal for a health, financial or government system of any size. Our clients benefit from the elimination of the intense time and resources spent managing in-house email encryption. Our clients are able to upgrade to the new ZixDirect 3.0 transparently since both the java-based mode and web-based mode have the same look, feel and functionality."

ZixDirect 3.0 successfully maintains the quality that customers have come to expect from ZixCorp while ensuring seamless, convenient delivery of encrypted messages. With ZixDirect 3.0, there is no client software to install and encryption capabilities are not required for the recipient to read the message. ZixDirect 3.0 enables encrypted email to be "pushed" directly to the recipient's inbox without requiring Java support in their internet browser.

Email audits conducted by ZixCorp find that up to 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 has never been higher. With ZixDirect 3.0, the email and any attachments are encrypted and sent. When the recipient clicks on the attachment, the secure message is displayed. ZixDirect 3.0 works with virtually every email system and people can read the secure email even while working offline.

In addition, the company also announced the availability of ZixVPM 3.3, which includes an encryption capability that supports FIPS 140-2 encryption between ZixVPM gateways. This encryption capability uses S/MIME with a FIPS validated cryptographic module implemented as part of ZixCorp's Best Method of Delivery, which supports five encrypted email delivery mechanisms, including S/MIME, TLS, OpenPGP, secure portal and "push" delivery.

ZixCorp is the leading hosted email encryption service provider with more than 10 million protected email addresses in the ZixDirectory, the foundation of ZixCorp's hosted email encryption service. The ZixDirectory adds substantial value to ZixCorp users through the sharing of identities in a central directory or "white pages." There are more than 1,000 hospitals in the directory, more than 30 Blues organizations, 500 financial institutions, the federal banking regulators, 19 state banking regulatory agencies and a growing number of federal, state and county governments. These customers, plus many more are enabled to send secure messages among themselves with no need for complex user intervention.

### **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<sup>®</sup> 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](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)