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## **Zix Corporation and Greater New York Hospital Association Announce Preferred Vendor Relationship**

### **Trade association to recommend ZixVPM® and ZixAuditor® to its 250 members**

**DALLAS — May 11, 2004** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of e-messaging protection and transaction services, and GNYHA Ventures, Inc., a subsidiary of Greater New York Hospital Association, announced today that ZixCorp will be its preferred vendor for secure e-messaging solutions.

The arrangement will enable GNYHA's 250 member organizations to purchase ZixVPM and ZixAuditor communications protection services through its group purchasing program. ZixCorp's e-messaging services will help the trade association's member hospitals meet the April 15, 2005 security deadline of the Health Insurance Portability and Accountability Act of 1996 (HIPAA), which mandates appropriate safeguards for electronic communications over public networks.

ZixVPM (Virtual Private Messenger) is an enterprise-wide email encryption service with a built-in HIPAA lexicon that recognizes protected health information (PHI) in incoming and outgoing messages to ensure compliance and patient confidentiality. ZixAuditor is an email assessment service that identifies email security vulnerabilities to help companies develop effective email security policies. ZixCorp will conduct a briefing session/demonstration on these communication protection services to GNYHA members May 12 at the GNYHA headquarters.

"We are very excited to add ZixCorp to our Preferred Vendor program, and believe that the ZixVPM and ZixAuditor products will help GNYHA members to follow HIPAA guidelines for reasonable safeguards of PHI, and in doing so reduce their risk of non-compliance," said Lee Perlman, president of GNYHA Ventures.

The endorsement by GNYHA follows the selection of ZixCorp services as a preferred provider from other hospital and payor cooperatives including VHA Georgia, the New Jersey Hospital Association, the Arizona Hospital and Healthcare Association, and AllHealth.

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“We’re thrilled that we continue to gain support from the nation’s leading hospital associations and their members,” said Rick Spurr, president and COO for ZixCorp. “This arrangement with GNYHA continues to expand our leading presence in New York and complements our success in New Jersey, Pennsylvania, and throughout the Northeast.”

### **About GNYHA Ventures**

GNYHA Ventures, a business subsidiary of Greater New York Hospital Association (GNYHA), manages an array of health care services, consulting, and group purchasing programs. GNYHA is a trade association that was founded in 1904 and currently represents more than 250 not-for-profit hospitals and continuing care facilities, both voluntary and public, in the metropolitan New York area and throughout the state, as well as in New Jersey, Connecticut, and Rhode Island. The purpose of GNYHA is to act as the principal advocate for its members in improving the access to, as well as the quality and cost of, health care, and to foster an appropriate environment for the management of healthcare resources. For more information, visit [www.gnyha.org](http://www.gnyha.org).

### **About Zix Corporation**

Zix Corporation (ZixCorp<sup>®</sup>) is a global provider of e-messaging protection and transaction services. ZixCorp offers a range of solutions to protect organizations from viruses, spam, and electronic attack, as well as enabling secure electronic communications, such as email encryption and e-prescribing. ZixCorp helps organizations of any size to streamline operations, mitigate risks, and leverage the efficiencies of e-messaging. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

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