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ZixIt Adds Steve Gersten to Management Team as Senior Vice President of Sales and Marketing

DALLAS – Jan. 11, 2001 – ZixIt Corporation (Nasdaq:ZIXI), premier provider of products and services that bring privacy and security to Internet communications, announced today that it has named technology veteran Steve Gersten to the position of senior vice president of sales and marketing. Mr. Gersten will report to ZixIt Chairman Jeff Papows and will have direct responsibility for the company's sales and marketing functions and related organizations and personnel.

Mr. Papows said, "We are very excited that Steve has agreed to join our management team. His knowledge of distribution channels and his hands-on experience developing and managing sales teams will enable us to bring ZixIt's security products to market more quickly and to execute with far greater velocity than has been the case to date. His track record shows that he is a great team player and leader, and I am confident that he will build our sales and marketing teams and take our company to the next level by developing programs that will quickly increase the rate of our market participation."

Commenting on his new position with ZixIt, Mr. Gersten said, "ZixMail™ and SecureDelivery™ are undeniably the right products at the right time. This is just the beginning of a new Internet era, when corporations are becoming increasingly aware of their need for security and privacy outside the corporate firewall. Secure email is a necessity, not a luxury, and ZixMail and SecureDelivery are the right mix of security and convenience to meet that need. I look forward to putting my experience to work helping the company grow its revenues."

The cornerstone of Mr. Gersten's career to date was the time he spent as a senior sales executive at Computer Associates International, Inc., one of the world's foremost eBusiness software

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leaders. During his 15 years at Computer Associates, he worked in a variety of senior sales and management positions. Prior to leaving the company, he was vice president of strategic sales for the company's Cheyenne division and was responsible for the integration of Cheyenne's channel product and services into Computer Associate's portfolio. In this function, Mr. Gersten initiated programs that increased market share of established products by 500 percent and revenue by 100 percent. While at Computer Associates, Mr. Gersten also served as vice president of sales for the consumer division, the micro division, the systems product division, and the applications products division. Computer Associates is based in Garden City, N.Y.

Most recently, Mr. Gersten served as president of SalesTech Consulting, a company based in Tampa, Fla., that advised technology businesses with regard to developing business plans and securing funding. Previously, Mr. Gersten was senior vice president of worldwide sales for Fortress Technologies, Inc., a leading developer of secure network communications products, also of Tampa, Fla.

"With ZixIt now rapidly leaving the development stage that has preoccupied its operations during these past several quarters, and with the company now focused on monetizing its customer base, our ability to bring on a high-energy manager like Steve Gersten, with his business-to-business experience in the Fortune 1000 arena, is a key milestone for the company. From my perspective, his arrival is particularly timely, coming just after this week's announcement regarding the upcoming release of the ZixIt plug-ins for Lotus Notes® and the related significant sales and marketing alliance with IT Factory Inc., and in addition to the release of ZixIt's Microsoft Outlook® plug-in late last year," added Mr. Papows.

Mr. Gersten's appointment is effective January 15, 2001.

ZixIt Corporation provides products and services that enhance security, privacy, and convenience for users of the Internet. Principal services include: SecureDelivery.com™ - an Internet secure-messaging portal, and ZixMail™ - a secure document delivery and private email service that enables users worldwide to easily send and receive encrypted and digitally signed communications using their existing email systems and addresses. Find out more at www.zixit.com.

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