

## **Zix Corporation Establishes ZixResearch Center to Extend Leadership in Secure e-Messaging**

**New organization brings together broad range of expertise to research and foster ongoing development of HIPAA lexicon and other core assets**

DALLAS — Jan. 22, 2003 — Zix Corporation (ZixCorp™), (Nasdaq: ZIXI), a global provider of secure e-messaging services, today announced the establishment of the ZixResearch Center. The new Center will foster the development of research-based ZixCorp strategic technology assets, including patents, lexicons, and policy definitions, and provide dedicated resources to expand and improve the company's service offerings. The ZixResearch Center brings together a broad range of expertise in all aspects of e-messaging security and management and provides a centralized strategic focus to further strengthen ZixCorp's leadership position in the industry.

The Center will draw on multi-disciplined experts to perform its work and to provide a unified resource for the company. The skills of the Center's personnel span a range of fields including linguistics, artificial intelligence, analysis, network design, and cryptography, as well as expertise in legal and regulatory matters and industry-specific knowledge in healthcare, finance, and other business sectors. The organization is also building relationships with universities, industry experts, and highly experienced consultants to further expand its capabilities.

A key priority for the group will be ongoing development and management of lexicons used in the creation and enforcement of policies for encryption and other e-management tasks. ZixCorp lexicons also contain industry-specific or company-specific definitions in order to filter and manage security policies tailored to specific laws and regulations or company requirements. ZixCorp healthcare lexicons, for example, include terms that are defined as Protected Health Information by The Health Insurance Portability and Accountability Act of 1996 (HIPAA), a federal mandate requiring privacy protection for sensitive health information transmitted electronically over public networks. To date, these lexicons have been used to inspect and analyze email traffic from over 25,000 organizations. The Center will also help the company customize services, define service operations, and drive new software features.

The new organization is headed by Director of Research Al Goerner, a 20-year veteran of the information technology, computer, and telecommunications industries. In addition

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to working extensively in both the public and private sectors, Goerner has taught senior- and graduate-level courses in computer science and software engineering at the University of Missouri and served as an adjunct assistant professor at Linköping University in Sweden.

"The ZixResearch Center is being established to continuously sharpen the company's competitive edge and to deliver a world-class, comprehensive service to our customers," said Goerner. "In addition to conducting research and analysis to validate and refine existing assets, the Center will identify and develop new assets and solution methodologies, create prototypes, and design new services that will be conceived and incubated in the Center. We will also help make it more efficient to work with customers to enhance our best-of-breed lexicons and evolve our services to meet customer needs. The quality of resources we are bringing to the Center and the centralization of our efforts will help us to continuously increase the value of ZixCorp's service offerings."

Daniel S. Nutkis, vice president of strategy and products for ZixCorp, believes the Center helps ensure that the company delivers the highest quality service available to its customers. "The ZixResearch Center highlights our ongoing commitment to service-oriented offerings," he said. "ZixCorp's solutions go beyond technology to address all aspects of a customer's e-messaging management requirements. The Center provides depth to our offering and differentiates ZixCorp from the product-only offerings of our competitors. It's a capability and a resource that I feel puts us far above anything else available today."

### **About Zix Corporation**

Zix Corporation (ZixCorp™) is a global provider of comprehensive, easy-to-deploy secure e-messaging solutions and services. From assessment and verification tools, to desktop and enterprise services, ZixCorp's cost-effective solutions enable organizations to leverage email as a business-critical application to securely exchange sensitive and highly confidential information. Additional information about ZixCorp can be found at [www.zixcorp.com](http://www.zixcorp.com).

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