

Blue Cross of Northeastern Pennsylvania Selects Zix Corporation for Company-wide e-Messaging Security Program**Leading regional healthcare provider opts for multiple ZixCorp services to ensure HIPAA compliance among employees and partners**

DALLAS — Jan. 29, 2003 — Zix Corporation (ZixCorp™), (Nasdaq: ZIXI), a global provider of secure e-messaging services, today announced that Blue Cross of Northeastern Pennsylvania, the leading healthcare payor serving the northeastern and north central portions of the state, has selected a suite of ZixCorp's easy-to-use secure e-messaging services for an enterprise-wide deployment.

Blue Cross of Northeastern Pennsylvania purchased ZixVPM™ (Zix Virtual Private Messenger™), ZixPort™, ZixMail™ and ZixAuditor™ services to ensure a comprehensive secure email program that complies with the security mandates of the Health Insurance Portability and Accountability Act of 1996 (HIPAA). ZixVPM is a company-wide gateway solution that provides policy-driven secure email for both inbound and outbound communications. ZixPort, an integrated secure messaging portal, mirrors the look and feel of Blue Cross of Northeastern Pennsylvania's existing Web site. ZixMail, a desktop solution, will be distributed to key company partners for easy transfer of protected information including billing and actuary information. ZixAuditor is an assessment service that will identify and monitor compliance activity and keep company policies up to date with traffic patterns.

ZixCorp services will secure the e-messaging needs of Blue Cross of Northeastern Pennsylvania's employees. Don White, director of IT operations for Blue Cross of Northeastern Pennsylvania, says the company chose ZixCorp services for their convenience and easy deployment. "We looked at other options, but none achieved the level of maturity that ZixCorp's services have," said White. "I liked that we're able to implement our security plan in a quarter of the time it would have taken with other solutions. We'll be up and running in less than a week instead of months, as others were promising. ZixCorp made it simple for us; all the work was on them, not us. We didn't even have to come up with our own HIPAA lexicons. No one else came close in making our total security program so easy to deploy."

Daniel S. Nutkis, vice president, strategy and products at ZixCorp, emphasizes that ZixCorp services are the right solution in the healthcare community for both large-scale firms and regional organizations. "Our standard service offerings are easy-to-use, comprehensive, and backed by the ZixResearch Center™," he said. "Our significant expertise in the healthcare industry and our ability to tailor our

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solutions to precise customer needs makes ZixCorp the choice of healthcare companies who must meet HIPAA requirements while realizing cost savings in their corporate e-messaging security programs. Like other ZixCorp customers in the healthcare community, Blue Cross of Northeastern Pennsylvania realizes that ZixCorp services can scale to the right size quickly and efficiently and enable these companies to become compliant with HIPAA regulations in time for the April 2003 deadline."

About Blue Cross of Northeastern Pennsylvania

Blue Cross of Northeastern Pennsylvania is a non-profit health insurer licensed by the Blue Cross and Blue Shield Association to offer health care products in northeastern and north central Pennsylvania. Through its 10,000 traditional and managed care customers, BCNEPA serves as the health insurer of choice for more than 550,000 Pennsylvanians. BCNEPA and its subsidiary, First Priority Health, offer a wide variety of health care coverage options, including Traditional Blue Cross/Blue Shield, Access Care II (a PPO product), First Priority Health Plus (a POS product) and First Priority Health (an HMO product). For more information, please visit www.bcnepa.com.

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.

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