

**Zix Corporation Selected by Blue Cross and Blue Shield of Nebraska to Provide e-Messaging Safeguards for HIPAA Compliance**

**Nebraska's leading health insurer chooses ZixCorp secure email services, making ZixCorp the preferred provider for over 20 percent of all Blue Plans**

**DALLAS** —June 26, 2003 — Zix Corporation (ZixCorp™), (Nasdaq: ZIXI), a global provider of e-messaging management and protection services, today announced it has been selected by Blue Cross and Blue Shield of Nebraska, Nebraska's largest health insurer, to enable secure e-messaging and to help the organization meet the privacy and security guidelines set by industry and federal mandates, including the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

The organization joins other Blue Cross and Blue Shield Plans across the country choosing ZixCorp services. To date, over 20 percent of Blue Plans have selected ZixCorp as their preferred service provider to meet their secure e-messaging needs. Blue Cross and Blue Shield of Nebraska, a not-for-profit mutual insurance company, is deploying ZixVPM™ (Zix Virtual Private Messenger™) for nearly 1,000 users enterprise wide. The company also purchased ZixMail™, ZixPort™, and ZixAuditor™ services to provide system-wide protection of its Protected Health Information (PHI).

"The safe handling and disclosure of PHI has always been a concern for Blue Cross and Blue Shield of Nebraska," said Steve Grandfield, vice president of information technology. "The ZixVPM solution enables us to comply with our privacy policies while continuing to effectively do business using electronic communications. The design of the solution allowed us to implement it quickly with minimal impact."

Using ZixVPM, ZixCorp's corporate gateway solution, Blue Cross and Blue Shield of Nebraska will be able to immediately and cost-effectively communicate securely with subscribers, providers, and vendors. The service enables sending and receiving through the company's existing email system. Messages are automatically scanned in compliance with HIPAA for PHI and encrypted, if needed, before leaving the organization. ZixCorp's comprehensive suite of services also includes ZixMail, a desktop-level encryption service, and ZixPort, a secure messaging portal that brands the Plan's e-messaging Web portal with the same look and feel as the organization's Web site. The insurer will also use ZixAuditor, a unique assessment service enabling regular monitoring of compliance, to ensure the continuing effectiveness of its email policies.

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The organization selected ZixCorp for its ease of use, quick deployment, and send-to-anyone capability, as well as the branding options that provide a uniform interface for emails. The services will enable enrollment, claims, and medical review departments to conduct business via secure email instead of faxes and phone calls, which are less secure, more expensive, and more time consuming.

“Like Blue Cross and Blue Shield of Nebraska, more and more Blue Plans are recognizing that just setting up e-messaging policies and expecting employees to carry them out is not enough to protect PHI,” said Daniel S. Nutkis, vice president of strategy and products for ZixCorp. “Most technology solutions are only effective when used properly by the end user and when part of an ongoing oversight program. ZixCorp solutions reduce the risk of human error and create automated safeguards that keep PHI protected and confidential at all times. Our send-to-anyone protocol, our HIPAA lexicon, and ZixVPM service have helped ZixCorp become the preferred provider of a number of top healthcare organizations, including over 20% of all Blue Plans and three of the top six publicly traded health benefits providers. Blue Cross and Blue Shield of Nebraska is setting a standard of excellence in that state, and we are honored to have been selected as its provider.”

#### **About Blue Cross and Blue Shield Nebraska**

Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross and Blue Shield Association, provides healthcare coverage or benefit administration to more than 640,000 people. Blue Cross and Blue Shield of Nebraska is a not-for-profit mutual insurance company. For more information, visit [www.bcbsne.com](http://www.bcbsne.com).

#### **About Zix Corporation**

Zix Corporation (ZixCorp™) is a global provider of e-messaging management and protection services. ZixCorp offers a portfolio of managed on-site and hosted e-messaging solutions to protect organizations from viruses, spam, and electronic attack, while delivering the ability to enforce corporate policies and securely send to anyone. ZixCorp's advisory services and secure e-messaging solutions enable organizations of any size to streamline operations, avoid obsolescence, mitigate risks, and leverage the cost and time efficiencies of e-messaging. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

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#### **Contacts:**

Media/Investor Contact: Whitney Gilliam, ZixCorp, (214) 515-7338, [wgilliam@zixcorp.com](mailto:wgilliam@zixcorp.com)