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Zix Corporation Introduces Spam Detection Capability in ZixAuditor® 2.0

Assessment service will track, analyze spam to inform customers the severity of problem

DALLAS — August 20, 2003 **—** Zix Corporation (ZixCorp™), (Nasdaq: ZIXI), a global provider of e-messaging protection and transaction services, today announced that ZixAuditor® 2.0, the latest version of its email assessment service, will include a new spam detection and analysis feature. ZixAuditor identifies email vulnerabilities, enabling implementation of more effective security policies. The new spam quantification and detection assessment will be available in September 2003.

The ZixAuditor 2.0 spam assessment will enable customers to quantify inbound spam, according to quantity and severity. For companies that have already identified a specific spam problem, ZixAuditor will provide the in-depth analysis required to deploy an effective anti-spam solution. The new spam assessment enhances existing ZixAuditor email troubleshooting capabilities, which include the identification of email transmission of regulated, high-risk, and proprietary content such as protected health information (PHI). ZixAuditor's current PHI vulnerability assessment helps healthcare companies comply with industry regulations such as the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

Spam, as a percentage of inbound email, is outpacing legitimate email received by organizations. In some organizations, the ratio of spam to legitimate email is as high as 4-to-1, with most companies experiencing a 50 percent spam density. Preliminary data from the ZixResearch Center™ suggests the emergence of three spam density profiles: 30%, 50%, and 70%. Companies in each of these categories have unique needs to fight spam and one shared concern: cost. According to a new study from Ferris Research, unsolicited email costs U.S. corporations $8.9 billion last year.

To combat the increasing problem of spam, ZixCorp announced in February that the ZixResearch Center had developed an anti-spam solution offered as part of the ZixWorks™ service. The solution incorporates a unique combination of filtering techniques that eliminates up to 90 percent of spam, with less than a one percent false positive rate. The solution is updated frequently to combat spammers who must continually change tactics to evade anti-spam measures. ZixWorks also includes ZixCorp's secure email, advanced content management, and anti-virus solutions.

"Spam is clearly a significant problem for many organizations. The unnecessary bandwidth and associated infrastructure for 50% and 70% companies is clearly a cost. However, the loss in

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organizational productivity may be far greater and go largely undetected," said Cary Reams, director of product management for ZixCorp. "ZixAuditor 2.0 will help companies discover the extent of their spam problems, which is an excellent first step toward eliminating it. ZixWorks stops spam at the network, before it reaches our clients, returning control over bandwidth and productivity."

About Zix Corporation

Zix Corporation (ZixCorp™) 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, reduce risks, and leverage the efficiencies of e-messaging. For more information, visit www.zixcorp.com.

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