

## Zix Corporation Sets Record in Replacement Wins for Fifth Consecutive Year

*Volume of Zix licensed seats from replacement wins increases by more than 200 percent year-over-year*

DALLAS — Mar. 1, 2016 — [Zix Corporation](#) (ZixCorp), (NASDAQ: ZIXI), the leader in email encryption services, announces that in calendar year 2015 the company increased its total number of replacement wins for the fifth consecutive year and increased the volume of Zix<sup>®</sup> licensed seats from replacement wins by 212 percent from calendar year 2014. A replacement win is the signing of a new customer that previously used a competing email encryption solution. A transparent, mobile-friendly user experience, proven policy filters and a trusted reputation were top reasons customers switched to [Zix Email Encryption](#).

More than 13,500 customers trust ZixCorp to protect sensitive health, financial and personal data, as well as confidential corporate information. Recognized for its industry-leading ease of use, Zix Email Encryption enables senders and recipients using ZixGateway<sup>®</sup> to exchange secure email without any passwords or extra steps. Making the user experience more convenient, customers can use Zix content filters to automatically scan and encrypt emails with sensitive data, allowing employees to skip the hassle and worry associated with determining whether emails should be encrypted.

“You don’t have to be a security professional to realize data protection is becoming more prevalent with the increased awareness of cybersecurity threats. Ease of use is imperative to wide-spread adoption, and through our trusted community, Zix makes email encryption as easy as regular email,” said [David Wagner](#), Chief Executive Officer of ZixCorp. “Our consistent increase in replacement wins validates that businesses place value in our innovative, community approach and have confidence in us to best protect communication and relationships with customers and partners.”

ZixCorp’s replacement wins in 2015 were strongest in the healthcare and financial services industries. Examples of companies that replaced their existing solution with Zix Email Encryption include:

- Consumers Mutual Insurance of Michigan
- Continental Title Company
- Floyd County Medical Center
- Kansas Surgery and Recovery Center
- Ohio District 5 Area Agency on Aging
- RCB Bank



- Towne Mortgage Company
- Pyramid Federal Credit Union

Among the calendar year 2015 replacement wins, 41 percent were with enterprise-size customers, defined as organizations with 1000 employees or above. Strategic partners, value added resellers (VARs) or managed service providers (MSPs) closed 73 percent of replacement wins in the calendar year 2015.

“Our partner program is robust with nearly 400 VARs and MSPs and valuable strategic partners like Cisco and Google. Together we are expanding the presence of Zix Email Encryption and bringing our innovative, easy to use solutions to the market,” said Wagner. “Yet, there is still great opportunity for growth, and we will continue to deliver best-in-class solutions and collaborate with our partners for mutually beneficial success.”

#### **About Zix Corporation**

ZixCorp is a leader in email data protection. ZixCorp offers industry-leading email encryption, a unique email DLP solution and an innovative email BYOD solution to meet your company’s data protection and compliance needs. ZixCorp is trusted by the nation’s most influential institutions in healthcare, finance and government for easy to use secure email solutions. ZixCorp is publicly traded on the Nasdaq Global Market under the symbol ZIXI, and its headquarters are in Dallas, Texas. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

###

#### **ZixCorp Contacts**

Investor Relations  
Todd Kehrlie or Jim Byers  
(323) 468-2300  
[zixi@mkrgroup.com](mailto:zixi@mkrgroup.com)

Public Relations  
Taylor Stansbury Johnson  
(214) 370-2134  
[tjohnson@zixcorp.com](mailto:tjohnson@zixcorp.com)