



MyYellow Promotes Ease of Use with Upgraded Navigation Features

Yellow Corporation Further Enhances Customer-Friendly Web Site

OVERLAND PARK, Kan., Aug. 1 /PRNewswire-FirstCall/ -- Yellow Corporation (Nasdaq: YELL), a leader in global transportation services, today announced enhanced navigation features on MyYellow.com that enable users to access information quicker and navigate the site effortlessly.

Among the site improvements are:

- Consistent left navigation that provides drop down menus that offer a summary of tools and information with just one click.
- Easy-to-follow "bread crumbing" on all pages so customers will always have a sense of where they are on the site.
- Favorites located at the top of each page for one-click access for registered MyYellow users. Each user can select up to 15 favorites to customize their personal access.

"The navigation changes are a significant part of a year-long effort to improve usability and functionality for MyYellow users," said Jon Steele-Nail, Director of E-Business Systems, Yellow Transportation. "Customer feedback was an important part of the process. We conducted usability studies and used customer input to make changes that made the most sense for our customers."

In addition, customer-specific tools on MyYellow will drop the My designation before the tool name, yet they will continue to offer secure and more-detailed information. MyYellow tools that do not require log-in will be identified by the "Basic" prefix, such as Basic Tracking, Basic Pickup and Basic Rate Quote.

Other improvements made during the past year include upgrades to the Exact Express™ Shipments tool; the Exact Express Service Calculator; the My Bill of Lading tool, which now has a robust database search functionality; a modified BOL form to provide maximum use of the consignee and product databases, a multiple carrier option, a streamlined information entry process, and flexible label processing.

Fortune Magazine named Yellow the Most Admired Company in its sector and ranked Yellow number one in all of the eight criteria of reputation categories. Yellow Corporation was ranked 8th in InformationWeek's 14th annual "InformationWeek 500" and was ranked 2nd in the Logistics & Transportation category.

About Yellow Corporation

Yellow Corporation, a Fortune 500 company, is a holding company that through wholly owned operating subsidiaries offers its customers a wide range of asset and non-asset based transportation services integrated by technology. Its largest subsidiary, Yellow Transportation, offers a full range of regional, national and international services for the movement of industrial, commercial and retail goods. Meridian IQ is a non-asset global transportation management company that plans and coordinates the movement of goods worldwide. Yellow Technologies provides innovative technology solutions and services exclusively for Yellow Corporation companies. Headquartered in Overland Park, Kansas, Yellow Corporation employs approximately 23,000 people.

SOURCE Yellow Corporation

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