



## **Yellow Transportation, Inc. Wins Three Major Awards for Its Online Offering**

### **MyYellow.com Receives Accolades from eWeek, B-to-B Magazine and the Web Marketing Association**

OVERLAND PARK, Kan., Feb 11, 2002 /PRNewswire-FirstCall via COMTEX/ -- Yellow Transportation, a division of Yellow Corporation (Nasdaq: YELL), announced that its web site MyYellow.com is the recipient of three major technology services accolades. The awards came from nationally recognized technology publications eWeek and B-to-B Magazine and the distinguished industry group, the Web Marketing Association.

"One of the top priorities at Yellow is our commitment to investment in technology," said Bill Zollars, Yellow Corporation Chairman, President and CEO. "These awards are a reflection of that commitment and we are excited and honored to be recognized by these top-tier technology publications."

Yellow Transportation, Inc. formerly Yellow Freight System, Inc., was picked by eWeek in a review of over 10,000 companies for their "Fast Track 500" list because of its e-business innovations. eWeek publishes this list every year as a ranking of those companies that use their web sites to connect with customers, suppliers and other partners and allocate internal information technology resources to continually improve e-business software, business-to-business and business-to-consumer e-commerce applications, and high-levels of networking bandwidth per employee. Web site quality and robustness were also evaluated.

In addition, the MyYellow.com site was recognized with a "Standard of Excellence" award from the Web Marketing Association for its success in creating and maintaining outstanding web design and content, and for superior innovation, technology, interactivity, navigation and ease of use.

The third achievement by MyYellow.com was being named to the "2001 NetMarketing 200: Best B-to-B Web Sites", a list published by B-to-B Magazine. The site was chosen for exhibiting the latest in online technology and design.

"These awards exemplify the commitment of Yellow Corporation to making our e-business offering stand up to the highest level of service," said Bob Hitt, Senior Director of Yellow E-Business. "They are further proof that MyYellow is succeeding in becoming an indispensable business tool to our transportation customers."

In 2001 Yellow added several secure, personalized and innovative applications to its web offering including My Tracking, My Pickup Request, and My Account Summary. Recently, My Bill of Lading was added to the site's customer service features. Today the site boasts dozens of user-friendly applications that allow customers to ship and track their goods in the most convenient, secure, and cost-effective way possible.

#### **About Yellow**

Yellow Corporation is a holding company with wholly owned operating subsidiaries specializing in the national, regional and international transportation of industrial, commercial and retail goods. Its largest subsidiary, Yellow Transportation, Inc., offers a wide range of services for transportation and related movement of goods and materials. Headquartered in Overland Park, Kansas, Yellow Corporation employs approximately 30,000 people.

SOURCE Yellow Corporation

CONTACT: Suzanne Dawson of Linden Alschuler & Kaplan, +1-212-575-4545 or [sdawson@lakpr.com](mailto:sdawson@lakpr.com)

<http://www.prnewswire.com>