



## **MyYellow Surpasses Registration Milestone Making It Top in Industry**

### **Usability surveys and ongoing enhancements make this Award-winning**

### **Online Offering for Yellow The Most Innovative in the Transportation Business**

Yellow Corporation (NASDAQ: YELL), a Fortune 500 company specializing in regional, national and international transportation and related services, announced that its online offering MyYellow.com surpassed 50,000 in customer registrations.

Proving that it is one of the industry's leading online transportation management websites, MyYellow surpassed this milestone because of its commitment to customer-centric services.

MyYellow has seen a tremendous jump in customer registrations in 2001, averaging more than 700 per week. Much of the rise is a direct result from continued customer-oriented enhancements made to the site throughout the year. For example, Yellow invested significant resources in a "website usability study" where the company invited a select number of customers to critique the site. Customers were asked to go through a series of online transactions and give their feedback.

"The usability testing revealed many positive responses from our transportation customers on the effectiveness and efficiency of the site," said Bob Hitt, Senior Director of Yellow E-Business. "But just as important, the study revealed very good suggestions to make MyYellow even more effective for our customers. We're continuing to implement these suggestions and will conduct additional usability studies periodically to ensure we're on track."

In 2001, Yellow added several secure and personalized features to the website, including My Tracking, My Pick-up 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 features that allow customers to ship and track their goods in the most convenient, secure, and cost-effective way possible.

Yellow was recently honored with the "CIO 100" award for the third year in a row by CIO Magazine. The coveted award is a listing is a "who's who" of North American companies that have implemented innovative ideas as strong business solutions. In addition the company received the "InformationWeek 500" award by InformationWeek Magazine for its technological innovation. Also this year InternetWeek Magazine named MyYellow as the top transportation website.

"The awards and improvements are a strong affirmation to the success of MyYellow.com. But the strongest vote of confidence is coming from our customers," continued Hitt. "The enhancements we continue to make to MyYellow are designed to make our customers' experience more productive and to give them greater control of their shipping and transportation needs. This significant milestone in registrations proves we are succeeding in our efforts."

#### **About Yellow**

Yellow Corporation (NASDAQ: YELL) 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 Freight System, is a national carrier offering the widest range of services for transportation and related movement of goods and materials. The Yellow Regional Carrier Group includes: Saia, providing overnight and second-day trucking service in 21 Southern and Western states; and Jevic Transportation, providing multi-regional less-than-truckload and truckload services. Transportation.com is a non-asset-based global logistics company delivering services through best-in-class Internet technology. Headquartered in Overland Park, Kansas, Yellow Corporation employs approximately 32,000 people.

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