



Yellow Corporation Chief Marketing Officer Honored With Marketing Executive Of The Year Award

Yellow Racing Program Takes "Best in Show"

OVERLAND PARK, Kan., June 23 /PRNewswire-FirstCall/ -- Yellow Corporation (Nasdaq: YELL), a leader in global transportation services, today announced that the Transportation Marketing & Communications Association (TMCA) has named Greg Reid, senior vice president and chief marketing officer, Transportation Marketing Executive of the Year.

In its inaugural year, the award was created to recognize a senior marketing executive who has demonstrated ongoing excellence in the field of transportation or logistics marketing. Reid accepted the award at the TMCA annual conference June 15-17 at Hilton Head, S.C., where he also gave a presentation on strategic marketing.

"Greg has been instrumental in the transformation of Yellow, helping shape our strategic direction and was a driving force behind a major rebranding program that has positioned Yellow as the industry leader it is today," said Bill Zollars, Yellow Corporation chairman, president and CEO. "This recognition is much deserved."

Reid also helped establish the Yellow sponsorship of a NASCAR Busch Grand National Series team. The Team Yellow Racing Motorsports program received the "Best in Show" award at the TMCA conference. The program was selected for its creativity in meeting the Yellow business goals and delivering measurable, tangible results, including higher awareness of the Yellow brand and dramatically increasing customer and employee loyalty to Yellow.

Another recent Yellow success is a No. 1 ranking in its industry in the Fortune magazine 2003 survey of America's Most Admired Companies. In addition, Yellow ranked No. 1 in all eight key attributes of reputation as defined by the magazine. The categories are innovativeness, employee talent, use of corporate assets, social responsibility, quality of management, financial soundness, long-term investment value, and quality of products and services.

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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