



Yellow Corporation Announces the Launch of Meridian IQ

New Non-Asset Organization is Well Positioned to Bridge the Gap Between Technology Only Providers and Third Party Outsourcers to Create New Market Opportunity

OVERLAND PARK, Kan., March 25 /PRNewswire-FirstCall/ -- Yellow Corporation (Nasdaq: YELL) today announced the official launch of Meridian IQ, a non-asset services company that utilizes web-native technology to provide customers a single source for global transportation management and improved return on investment through fast, flexible and easy-to-implement solutions.

"The launch of Meridian IQ allows us to couple our industry knowledge of global transportation management with our award winning technology to create complete transportation solutions for our customers," said Bill Zollars, Chairman, President and Chief Executive Officer of Yellow Corporation.

In order to improve supply chain performance, customers are looking for more flexible choices that lower risk and deliver financial results quickly. In the past, they have had to choose between a software provider with expensive and hard-to-implement technology that lacks transportation expertise, or a third party outsourcer who offers transportation expertise but requires a transfer of control. Either choice is often difficult to reverse once implementation has been completed.

"Meridian IQ addresses this dilemma by offering customers reliable, affordable technology and a menu of flexible services. Speed to return on investment is also a key point of competitive advantage with our supply chain solutions. We have demonstrated that we can implement a solution within 30 days based on customer readiness," said Jim Ritchie, President & CEO of Meridian IQ.

TECHNOLOGY

Meridian IQ utilizes a Web-native Transportation Management System (TMS) that automates the entire process, including order management, shipment optimization and planning, tracking, 24/7 customer service, settlement and reporting. The Meridian IQ TMS is designed for those companies that seek to improve transportation performance using technology, but do not wish to invest large amounts of capital and are looking for a return on their investment that is quick and achievable.

TRANSPORTATION MANAGEMENT

At the Transportation Service Center in Overland Park, Kansas and strategically placed field locations, more than 200 Meridian IQ transportation professionals manage air, ground and ocean shipments. Shipments range in size from a pallet, truckload, and full air and ocean containers moving anywhere in the world while meeting customer-defined service levels. Utilizing our Transportation Service Center, customers can tap into our global network and technology infrastructure for broader, deeper capabilities across the entire supply chain.

About Meridian IQ

Meridian IQ is a non-asset based company of Yellow Corporation (Nasdaq: YELL). Yellow Corporation, a Fortune 500 Company, is a holding company with wholly owned operating subsidiaries including Yellow Transportation, Inc., SCS Transportation and Meridian IQ. Headquartered in Overland Park, Kansas, Yellow Corporation employs approximately 30,000 people.

SOURCE Yellow Corporation

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