



Yellow Corporation Tops Industry Sector in Fortune Magazine 'America's Most Admired Companies'

Ranks #1 in All Eight Key Criteria of Reputation

OVERLAND PARK, Kan., Feb 28, 2003 --Yellow Corporation (Nasdaq: YELL), a leader in global transportation services, today announced that Fortune Magazine has named Yellow the Most Admired Company in its sector. In addition, Yellow ranked number one in all of the eight criteria of reputation categories: Innovativeness; Employee talent; Use of corporate assets; Social responsibility; Quality of management; Financial soundness; Long-term investment value; and Quality of products and services. This is the sixth consecutive year Yellow has been named to the Most Admired list.

"We are extremely honored by this prestigious recognition," said Bill Zollars, Chairman, President and CEO Yellow Corporation. "This validation of Yellow as a leader in its ongoing commitment to its customers is much appreciated."

Fortune Magazine's annual list of America's Most Admired Companies is the definitive report card on corporate reputations. Fortune worked with the Hay Group to establish rankings by taking the ten largest companies by revenues in 66 industries, including large subsidiaries of foreign firms, and surveying 10,000 executives, directors, and securities analysts to rate the companies in their own industries using eight major criteria.

About Yellow Corporation

Yellow Corporation is a holding company with wholly owned operating subsidiaries. Its largest subsidiary, Yellow Transportation, offers a full range of national, regional and international services for the movement of industrial, commercial and retail goods. Meridian IQ is a non-asset based company using Web-native technology to provide customers a single source for transportation management solutions and global shipment management. Yellow Technologies is a captive resource providing 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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