



Service Portfolio Expands With Yellow Global

OVERLAND PARK, Kan., April 24 /PRNewswire/ -- In a move to strengthen its presence in the global transportation marketplace, Yellow Corp. (Nasdaq: YELL) has re-named its international transportation service subsidiary.

The new name for the company, formerly YCS International, is Yellow Global, Inc.

Bill Zollars, chairman, president and CEO of Yellow Corp., said the Yellow brand name is one of the most recognizable and well-respected in the transportation industry. The name change will help Yellow Global leverage the brand equity that Yellow enjoys as the leading ground transportation provider in the United States, he said.

"Yellow is well known among the transportation industry decision-makers," Zollars said. "Yellow Global clearly identifies our international service as part of the Yellow portfolio of services.

Peter Brown, president of Yellow Global, said the name change also opens the door to work jointly with Yellow in developing international business. Shippers enjoy the convenience of using a single source for domestic and international moves, he said.

"International shipping has always been more complicated than it needs to be," Brown said. "Consumers are looking for reliable, hassle-free transportation services at a competitive price. With an experienced staff of international transportation experts, state-of-the-art technology, real-world experience and a strong portfolio of assets and partnerships, Yellow Global is well positioned to provide just that."

Yellow Global offers a full range of integrated air, ocean and land transportation services, including air and ocean import/export, freight forwarding, in-house customs brokerage, assembly and distribution. The company also operates a Non-Vessel Operating Common Carrier (NVOCC) called Globe.Com Lines™.

The company has full-service offices in Chicago, Los Angeles, Atlanta, New Jersey, JFK/New York, Houston, Miami, Kansas City and Charleston.

"The global transportation service market is growing at about 6 to 8 percent a year, and international air shipping is expected to triple over the next 15 years," Zollars said. "There is no question that we have to actively participate in this market, and now with Yellow Global, we have an excellent service offering."

Yellow is a national carrier offering the widest range of services for transportation and related movement of goods and materials. Services include: Standard Ground™, featuring the most reliable service and broadest North American coverage; Definite Delivery™, a guaranteed on-time service with 24-hour, 7-day-a-week monitoring, and Exact Express™, an expedited, time-definite air and ground delivery service featuring the industry's only 100 percent satisfaction guarantee.

Yellow Corporation is a holding company based in Overland Park, Kan. with operating subsidiaries providing services for the national, regional and international transportation of goods and materials. Yellow Corporation employs 32,000 people worldwide. SOURCE Yellow Corporation

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