



## My Yellow Web Site Puts Customer in Driver's Seat

OVERLAND PARK, Kan., June 16 /PRNewswire/ -- Yellow has just added more horsepower to its feature-rich Internet web site for My Yellow customers. New secure, customized applications just introduced on the free [www.yellowfreight.com](http://www.yellowfreight.com) web site include:

**My Pickup Request** - gives customers the ability to schedule shipment pickups immediately, or up to 30 days out. The application retains a shipping location database that customers build and manage, providing them ease of use and freedom from repetitive data entry. Pickup requests are instantly confirmed via email. And customers can automate the database further with an API that transfers pickup data via XML format directly to the Yellow computer network.

**My Rate Table** - provides a customized database of rates based on weight break and freight class for any origin-destination pair within the U.S. and Canada. Customers can view a table online or request a copy via email for downloading. The tables are always current.

**My Rate Quote** - instantly quotes the cost of moving a specific shipment from origin to destination, anywhere in the continental U.S. or Canada. The quote is calculated from the base rates and pricing the customer has established with Yellow, and it includes the cost of any additional services. The quote provides precise dollar amounts and service days and is the same file used to rate actual shipments. It is always customer-specific and up to date.

"Our technology strategy has always been about making it easier for our customers to manage their own businesses," said James Welch, President of Yellow Freight System. "Certainly, we want to make it easier for them to do business with Yellow. But we never want to lose sight of the fact that each customer has different shipping needs and a one-size-fits-all technology solution will not work for every customer. With My Yellow, we have created a flexible and powerful technology tool that gives each customer the ability to manage their transportation functions over the Internet."

Currently, there are more than 12,000 customers who receive personalized, password-protected data through My Yellow, up from 5,000 at year-end 1999. The Yellow web site has become one of the most heavily trafficked in the industry with more than 17 million hits per month currently.

Customers can sign up for My Yellow by going to [www.yellowfreight.com](http://www.yellowfreight.com), clicking on the My Yellow Benefits icon in the upper right corner of the screen and following the prompts.

Yellow continues to add flexibility and functionality to its web site, based on direct feedback from customers. There are currently more than 25 basic applications available online and more are being added constantly. Other current applications include:

- Terminal zip code tables giving customers complete lists of areas served by specific terminals.
- W&R Certificates providing complete explanations for any adjustment to freight charges resulting from a re-weigh or inspection.
- Service maps in electronic format listing transit times for lane pairs throughout North America.

"We are rapidly reaching a point where all business applications must integrate with the web," said Jon Steele-Nail, Director - Electronic Commerce with Yellow. "Through My Yellow, we are working with our customers to design applications for their essential business needs. Building the web is a partnership."

Yellow Freight System is a national carrier based in Overland Park, KS offering the widest range of services for transportation and related movement of goods and materials. A recognized technology leader, Yellow is a winner of the CIO-100 Award for excellence in technology, operations and strategic thinking. Services include: Standard Ground™, featuring the most competitive service and broadest coverage in North America; Definite Delivery™, a guaranteed on-time service with 24-by-7 monitoring; Exact Express™, a time-definite, expedited, guaranteed air and ground delivery service and Yellow Global™, an international ocean and air forwarding service. A subsidiary of Yellow Corporation (Nasdaq: YELL), Yellow Freight System serves more than 300,000 customers and employs 25,000. SOURCE Yellow Corporation

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