



Yellow Fine Tunes Web Site With Custom Rate Quotes

OVERLAND PARK, Kan., Jan. 31 /PRNewswire/ -- Yellow Freight System customers now have a quick and convenient way to obtain to-the-penny rate quotations for specific shipments through the company's recently enhanced web site www.yellowfreight.com.

The My Rate Quote feature, which took effect Jan. 21, provides customer-specific rate quotes, including applicable discounts, after a customer enters specific shipment information such as type of freight, weight, and origin and destination zip codes. My Rate Quote also includes pricing for accessorial services, such as inside delivery, pick-up, phone call before delivery, and residential service.

My Rate Quote is available only to customers who sign up for My Yellow (formerly named Personalized Account Services), a free, password-protected area of the site that provides an array of useful customer-specific information. More than 6,000 customers have signed up for My Yellow since its launch in March of 1999. The site is growing at a rate of several hundred customers each month. Customers can sign up for My Yellow by going to the Yellow home page, clicking on the My Yellow Benefits icon in the upper right corner, and following the prompts.

Special services available to My Yellow customers include the ability to trace all shipments in-transit at a given time and create sophisticated reports. Customers also can view and print service maps and receive personalized quotes for Exact Express™, the company's time-definite expedited service.

Customers not registered with My Yellow can trace up to five shipments at a time online. They can get rate quotes by calling a customer service representative at 1-800-610-6500 and providing the shipments' progressive, or PRO, number.

In addition to My Rate Quote, Yellow recently introduced a new service that allows customers to complete a Bill of Lading online. This feature is ideally suited to smaller customers or infrequent shippers that have not developed their own BOLs internally.

To use the BOL feature, customers simply go to the Yellow home page, click on the online services icon and go to the contents page. Then click on Bill of Lading. Copies of bills of lading and proofs of delivery also may be retrieved for up to 120 days simply by entering the PRO number for the shipment.

The web site enhancements are the most recent in a continuing series that are making it easier for customers to do business with Yellow. Those upgrades include a complete redesign of the company's home page to make it more user friendly. The new web page design was completed late last year. Yellow's site currently holds more than 900 pages of information, and the popularity of the site is soaring. The site generated 10.5 million hits in December 1999, an all-time company record. The previous mark was 7 million in November.

"Yellow made a commitment early-on to develop a world class web site that provided customers with a truly innovative way to manage their supply chains," said Bill Zollars, Chairman, President and CEO of Yellow Corporation. "With more than 10 million hits per month, it's obvious that our efforts are succeeding. Business-to-business activity on the internet is surpassing even the most optimistic predictions. Yellow is well positioned to maintain our leadership position as e-commerce continues to evolve."

Yellow recently was named a winner of the 1999 CIO-100 Award in recognition of excellence in technology, operations and strategic thinking. CIO described Yellow as a "rapidly growing organization using technology to get closer to its customers" and especially praised Yellow for its interactive web site. Yellow and FedEx were the only freight transportation services companies to earn the award this year and joined other companies like 3M, Amazon.com, AT&T, Coca Cola, DaimlerChrysler, Hallmark, Home Depot, IBM, Johnson & Johnson, Lucent, Microsoft, Southwest Airlines and Wal-Mart.

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. 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. 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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