



Yellow Freight System Regional Advantage Service Expands to Nashville And Charlotte

OVERLAND PARK, Kan., March 13 /PRNewswire/ -- Shippers in the Southeastern and Mid-Atlantic states just got another competitive advantage, thanks to Standard Ground Regional Advantage service from Yellow.

A major, ongoing re-engineering of the Yellow North American transportation network has been expanded to Nashville, Tenn., and Charlotte, N.C. Under a change of operations that became effective on Sunday, March 11, Yellow has reduced transit times by one and two days on nearly 1,900 lanes connecting all major metro markets in the Southeastern and Mid-Atlantic regions.

The change reconfigures local pickup and delivery and shipment handling operations as well as over-the-road transportation schedules at 89 service facilities that feed into the Nashville and Charlotte distribution facilities. The change creates two-day Standard Ground Regional Advantage service on 400- to 1,800-mile lanes that previously took three and four days.

With two additional changes that were implemented in 2000, Yellow has now created a high-speed transportation network with superior on-time delivery performance in the Upper Midwest, Northeast, Southeast and the entire Atlantic Seaboard, in addition to Ontario and Quebec. The network is effectively overlaid on top of the company's existing "hub and spoke" transportation network by utilizing an expanded complement of sleeper team drivers and re-scheduling dock professionals in key cities so they are dedicated to handling shipments moving point-to-point in the Regional Advantage delivery network.

"We're now moving about half of our shipments nationwide in two days, compared to about 30 percent two years ago," said James Welch, president of Yellow Freight System. "We have leveraged our national transportation network in a way that provides the service options that our customers need to compete more effectively in their own markets. Now, with our Regional Advantage service, we offer a best-in-class regional, national and international service portfolio that no one else can currently offer."

Yellow Freight first introduced the Regional Advantage service in March 2000 in Cleveland, Ohio, when it opened a new service facility and implemented a change of operations. Regional Advantage service was next introduced in the Northeast and Eastern Canada in a change of operations affecting the Buffalo, N.Y. distribution facility.

The changes in Nashville and Charlotte will provide numerous new job opportunities, job openings on more sought-after daytime shifts and additions to seniority lists for drivers and dock professionals. Yellow now employs 647 people in Nashville and 854 in Charlotte.

Yellow plans to continue introducing Standard Ground Regional Advantage service in four additional regions during 2001. Tighter inventory controls by customers and an increase in the number of regional distribution centers operated by major retailers has significantly increased demand for expedited, time-critical services. The market for two-day service is among the fastest growing in the industry, today representing about 44 percent, or \$22 billion of the \$54 billion total.

"We began laying the groundwork for Regional Advantage service three years ago when we began ramping up our information technology investment and focusing on service quality through an intensive best practices effort," Welch said. "We're seeing the fruit of that effort today."

Yellow Freight System is a national, regional and international carrier based in Overland Park, KS offering the widest range of services for transportation of industrial, commercial and retail 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 and Yellow Global™, an international ocean and air forwarding service. Yellow Freight System is a subsidiary of Yellow Corporation (Nasdaq: YELL) and employs 27,000. SOURCE Yellow Corporation

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