



YRC Becomes YRC Freight

Yellow and Roadway Brands Align New Company Name with Focus on Core LTL Freight Business

OVERLAND PARK, Kan., Feb. 1, 2012 /PRNewswire/ -- YRC Inc., a subsidiary of YRC Worldwide Inc. (NASDAQ: YRCW), today officially unveils the launch of its new brand — YRC Freight. The brand was introduced to employees in late January at a company event. In addition to the new name, a new logo, uniforms, equipment and signage will be rolled out across North America.

"We are proudly debuting our new name, YRC Freight. Moving freight is our heritage, what we do best and the key to our future. Our new name, logo and branding program publicly demonstrate the unification of a new company and culture that aligns perfectly with our strategy moving forward," said Jeff Rogers, president of YRC Freight.

YRC Freight will invest in a new driver uniform program, rebrand road equipment and add new terminal signage. The company will begin the rebranding process immediately and convert equipment as part of regularly scheduled maintenance and refurbishing schedules. The new driver uniforms and building signs will feature bright blue, white and orange colors that will proudly be accompanied by the addition of "Freight" incorporated into the brand name.

The company chose to launch the brand internally at a kick-off meeting with several hundred field and headquarter employees. YRC Freight wanted to prepare the organization first in order to send the message that the company plans to build the brand from the inside out and provide significant momentum going into 2012 and beyond.

For the last several months, the company has worked diligently to set a new standard of service, streamline management and refocus its core business. Those efforts are beginning to show positive results. YRC Freight plans to emphasize three top priorities in 2012, including improved service, better safety and excellent customer experience. The talent and skills of its dedicated employees will help the company meet these goals.

"In the four months that new leadership has been in place, we have experienced month-over-month increases in our on-time service performance, our customer satisfaction scores, and in our market share position," said Rick Mathews, senior vice president of sales and marketing at YRC Freight. "As shipment counts trend upward for 2012, we will continue to emphasize picking up and delivering shipments on time and delivering them damage-free."

"Our new name reflects our passion, our purpose and our commitment to regain our role as leaders in the industry. Freight is our business and now it is our name," said Rogers. "We're freight professionals and it's critically important that we focus like never before on exceeding expectations of our customers every day with every shipment. We will work to keep our brand promise — Confidence Delivered."

Forward-Looking Statements

This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act. The words "plans", "trends", "will" and similar expressions are intended to identify forward-looking statements. The company's future results could differ materially from any results projected in such forward-looking statements because of a number of factors, including (among others), the company's ability to generate sufficient cash flows and liquidity to fund operations, inflation, inclement weather, price and availability of fuel, sudden changes in the cost of fuel or the index upon which the company bases its fuel surcharge, competitor pricing activity, expense volatility, including (without limitation) expense volatility due to changes in rail service or pricing for rail service, ability to capture cost reductions, changes in equity and debt markets, a downturn in general or regional economic activity, effects of a terrorist attack, labor relations, including (without limitation), the impact of work rules, work stoppages, strikes or other disruptions, any obligations to multi-employer health, welfare and pension plans, wage requirements and employee satisfaction, and the risk factors that are from time to time included in the company's reports filed with the SEC, including the company's Annual Report on Form 10-K for the year ended December 31, 2010, Quarterly Reports on Form 10-Q for the three months ended March 31, 2011, June 30, 2011 and September 30, 2011.

About YRC Freight

YRC Freight, a leading transporter of industrial, commercial and retail goods, specializes in less-than-truckload (LTL) shipping solutions for businesses. Based in Overland Park, Kan., YRC Freight provides comprehensive North American coverage and offers a broad portfolio of LTL services to bring flexibility and reliability to customers' supply chains. For more information, visit www.yrcfreight.com.

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