



MyYellow Reaches New Milestone with Over 100,000 Registrants

Yellow Corporation Customer-Friendly Web Site Yellow Corporation Customer-Friendly Web Site Continues to Build on Advanced Technology

OVERLAND PARK, Kan., Jan. 7 /PRNewswire-FirstCall/ -- Yellow Corporation (Nasdaq: YELL), a leader in global transportation services, today announced that its customer-friendly and award winning Web site MyYellow.com has exceeded 100,000 in customer registrations.

"Our customers have paid us an extraordinary compliment by recognizing and appreciating the ongoing commitment of Yellow to invest in the latest consumer-focused technology," said Bob Hitt, senior director e-commerce of Yellow. "We are delighted by this significant recognition and Yellow will continue to provide customer-specific tools to MyYellow, based on direct customer feedback."

Currently, over 25 basic applications are available online and more are continuously being added to engage MyYellow customers in a productive and effortless experience. MyYellow offers a wide array of features ranging from pickup requests and rate quotes to service maps and electronic shipping forms.

MyYellow was launched in April of 1999 and accumulated 5,000 customers by the end of that year. Customer registration has continued to rise dramatically as improvements and new features to the Web site have been added. In just the last 15 months, the MyYellow registered customer base has more than doubled.

"Yellow is committed to providing our customers with a seamless online experience which offers them greater control of their transportation needs," said James Welch, president and chief executive officer of Yellow Transportation. "Reaching this milestone demonstrates that our commitment to customer service is truly being recognized."

Recently, Yellow Corporation was ranked 8th in InformationWeek's 14th annual "InformationWeek 500" and also ranked 2nd in the Logistics & Transportation category.

About Yellow Corporation

Yellow Corporation is a holding company with wholly owned operating subsidiaries. Its largest subsidiary, Yellow Transportation, offers a full range of national, regional and international services for the movement of industrial, commercial and retail goods. Meridian IQ is a non-asset based company using Web-native technology to provide customers a single source for transportation management solutions and global shipment management. Yellow Technologies is a captive resource providing innovative technology solutions and services exclusively for Yellow Corporation companies. Headquartered in Overland Park, Kansas, Yellow Corporation employs approximately 23,000 people. SOURCE Yellow Corporation

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