



## **Transportation.com To Provide Growing Association Membership With Online Transportation Services**

### **Alliance With Freight Benefits Company (FBC) Establishes New Sales Channel to Reach 30,000 Association Members**

OVERLAND PARK, Kan.--(BUSINESS WIRE)--June 12, 2001-- Transportation.com (Nasdaq:YELL): Transportation.com, a privately held global transportation management company, today announced it has formed an alliance with the Freight Benefits Company (FBC) to provide domestic and international online quoting and shipping services to approximately 30,000 association members served by FBC.

Based in Sacramento, Calif., FBC is a privately held freight management consulting firm that secures discounted transportation services for a diverse group of trade associations. The 30,000 association members execute approximately 6.2 million shipping transactions annually. Through the alliance, FBC will roll out Transportation.com services to association members nationwide.

Lowell Unruh, president of FBC, said association members are eager to take advantage of the depth and breadth of transportation experience offered by Transportation.com, as well as the ease and convenience of its Web-based services.

"Most associations don't have in-house transportation expertise to negotiate attractive service and pricing packages for their members. With more than 20 years freight management experience, FBC offers our expertise to these associations so they can focus efforts on their core interests," said Unruh. "Through the addition of Transportation.com, we're pleased to expand our service portfolio to include an accessible and affordable alternative for domestic and global shipments. Transportation.com, along with other world-class carriers, allows us to offer practical solutions for our trade association clients and their growing membership."

Through the alliance, association members will access Transportation.com's Internet-based Shipment Manager™ service from its website at [www.transportation.com](http://www.transportation.com). With Shipment Manager™ members can review shipping quotes, tender shipments, create bills of lading and track shipments -- all from a Web browser. In addition, members will have access to Transportation.com's transportation management consulting services and Transportation Manager™, its new transportation management system designed specifically for small- to medium-sized enterprises.

Brian McMahon, president of the CMTA Service Corp., among the first group of associations to gain access to Transportation.com services, said: "Working with FBC lets us offer our members freight savings many could not get on their own. Adding services from Transportation.com will allow us to meet even more of our members' needs and stay on the cutting edge of benefit programs offered through trade associations."

Matt Kelley, Vice President of North American Sales for Transportation.com, said the alliance with FBC acknowledges a valuable new sales channel of reaching shippers through intermediaries. "Businesses often rely on a range of third parties to help with key business functions for which they have no in-house staffing or expertise. We recognize associations and other intermediaries as an evolving new sales channel to inform and service businesses responsible for making transportation decisions."

Transportation.com also provides transportation services for 415 member companies of The Hosiery Association (THA) and to 10,000 used equipment dealers through the Used Equipment Network (UEN).

FBC represents trade associations who are leaders in their fields of expertise, including the California Manufacturers and Technology Association, which represents more than 70 percent of the manufacturing labor force in California. FBC also represents the Michigan Manufacturers Association, the largest purely statewide manufacturing association in the United States.

#### **About Transportation.com**

Transportation.com is a global transportation management company providing a broad range of services via the Internet, hosted solutions and offline to help shippers and carriers expand their businesses and achieve greater efficiencies and profits. The company offers domestic and global shipping and transportation management services, as well as network consulting. Transportation.com also offers asset management services, including equipment auctions and classified advertising.

Transportation.com is funded by Yellow Corp. (Nasdaq:YELL), TL Ventures, an institutional venture capital firm, and Enertech

Capital Partners, a private equity firm. The company's headquarters is in Irvine, Calif., and its Technology Center is in Overland Park, Kan. For more information, visit [www.transportation.com](http://www.transportation.com).

#### About Freight Benefits Company

The Freight Benefits Company (FBC) provides domestic and international freight-related benefits for a diversified group of trade associations. FBC was established in 1990 as QIT, a consulting firm specializing in reducing transportation-related costs. Since 1993, FBC has provided access to discounted bulk mail, small package, express, truckload and less-than-truckload transportation services. It also performs post-shipment on-time performance audits. Through its alliance with Transportation.com, FBC offers its members access to a full range of domestic and international freight transportation services. For more information, call 800/486-1004.

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