



YELLOW and Roadway

YRC

Lower costs and increase margins when you ship with YRC! Yellow and Roadway have integrated to give you YRC - the genuine heavyweight expert with the most comprehensive network available. **As a benefit of your SFSA membership, you receive a 62% discount on qualifying less-than-truckload (LTL) shipments.** YRC offers flexible, efficient solutions, including comprehensive regional and national coverage with a full suite of guaranteed, expedited and specialized services. More customers rely on YRC than any other provider. **Take advantage of your YRC discount today by contacting your association benefits coordinator at 800.647.3061, associations@yrcw.com, or enroll online at www.enrollhere.net.**

The Integration of Yellow and Roadway

The recently announced integration of the Yellow Transportation and Roadway networks is under way, and moving forward smoothly. Integrating the networks will help us continue to bring you the best transportation and logistics services in the industry. We want to share some advance information, and assure you that we are always available to answer any questions you have.

We are currently in the process of establishing shared service centers that will coordinate both Yellow and Roadway shipments. By creating shared service centers, we are able to offer more direct service points, introduce new service solutions, and operate more efficiently. While it may seem different at first, listed below are many customer benefits to integration into a single network:

- We will serve about 21,000 more direct points through our unified network versus the individual Yellow and Roadway networks.
- Reliability will improve on all lengths of haul, enabling us to offer more service commitments and unique solutions.
- Our professional drivers will handle both Roadway and Yellow shipments, simplifying your supply chain.
- Yellow and Roadway pickups and deliveries will be coordinated through one service center.
- Faster introduction of new solutions and services.
- Expanded customer service, allowing for quicker answers to your questions and resolution of any issues.

We greatly appreciate your business, and we'll make sure you have all the information you need as additional enhancements are made. YRC Worldwide is building on more than 80 years of success and both Yellow and Roadway are part of YRC Worldwide, honored by *Fortune* as the most admired company in our industry for six consecutive years. If you have any questions, please contact your association benefits coordinator at 800.647.3061 or associations@yrcw.com.



SFSA Members, Yellow and Roadway are Integrating Networks, Services and Capabilities to become YRC.



YELLOW and **Roadway**

- **We're your**
 - **Heavyweight Shipping Experts**
- **Serving you with**
 - **The Most Trusted Network**
- **To Create**
 - **Flexible, Efficient Solutions**
- **For an Experience that is**
 - **Simply Reliable**

More Solutions. More Options!

- Guaranteed, Expedited Precision, International, and Specialized Solutions

Simply Reliable

- Increased Reliability, Quality and Speed

One Network, More Coverage

- One network allows YRC to serve more customers in more areas with more people, service centers, and resources

More Resources, One Provider

- 38,000 employees, 76,000 pieces of equipment, and over 430 service centers to meet your needs

One Call Customer Service

- You call YRC by the same means as today and that translates into responsive, proactive service

New Web Tools, One URL

- my.yrc.com will be able to support, enhance, and make continual improvement easier and faster

The SFSA/YRC Shipping Program is a free member benefit.
It's easy to get started, enroll today by phone, e-mail, or online.
800.647.3061 | Associations@yrcw.com | www.enrollhere.net



In This Issue

- ▶ **YRC Brand Name is Built on the Distinguished Heritage of Yellow Transportation and Roadway**
- ▶ **Integration Ahead Of Schedule**
- ▶ **Coming Soon: yrc.com**
- ▶ **Helpful Hints**

Four Things to Know About YRC & What It Means to You

The same great people, services, solutions, and systems you are used to with enhancements, advancements, and additions to our capabilities communicated to you every step along the way.

Four Things to Know About YRC

1. We're your genuine heavyweight shipping experts
2. Serving you with the most comprehensive network
3. To create flexible, efficient solutions
4. For an experience that is simply reliable

What It Means to You

1. An unparalleled North American transportation network
2. More efficient, more reliable management of your shipments
3. Your shipments are handled by the industry's most experienced and dedicated professionals
4. All YRC employees have a vested interest in exceeding your expectations
5. Solutions are just one call, one contact away

Welcome to YRC News! We combined the best of Yellow Transportation and Roadway to bring you heavyweight expertise through the industry's most comprehensive network--creating flexible, efficient solutions that are simply reliable.

We look forward to sharing relevant news with you about YRC, the new brand name for the Yellow Transportation and Roadway network, through YRC News. This new electronic publication replaces previous newsletters you may have received from Yellow and Roadway.

STRATEGIC UPDATE

YRC Brand Name is Built on the Distinguished Heritage of Yellow Transportation and Roadway



"With more than 160 combined years of moving big shipments and 38,000 transportation professionals, **YRC represents the most collective expertise in the industry**," said Bill Zollars, chairman, president and CEO of YRC Worldwide. "More customers rely on YRC for large shipments than any other provider, and one integrat-

ed network allows for even greater coverage and shipment density. By integrating Roadway and Yellow, we gain efficiencies and capabilities that position us to support our customers now and as the economy improves."

"The visual identity for YRC features the highly recognized and trusted orange of Yellow and blue of Roadway," said Greg Reid, executive vice president and chief marketing officer for YRC Worldwide.

"Back in the 1920s and '30s, Yellow and Roadway established themselves as innovators, the companies that led the developing transportation industry," said Reid. "Today, that reputation for **innovative excellence and heavyweight expertise** carries forward with the new brand name. YRC expresses the combined strength of Yellow and Roadway, and represents our integration of networks, services and capabilities.

To learn more visit: <http://phx.corporate-ir.net/phoenix.zhtml?c=71156&p=irol-newsArticle&ID=1247749&highlight=>

Integration Ahead Of Schedule



The marketplace is changing. So are we.

Last September we shifted into high gear to accelerate the integration of the Yellow Transportation and Roadway networks. Since then, we've been working to bring a new company with new capabilities

to a marketplace looking for new transportation solutions.

On March 1, 2009 we are YRC: a unified team with heavy-weight-shipment expertise, a comprehensive network with capabilities from next-day to transcontinental to intermodal, and more service centers closer to more customers than any other providers in our industry.

We combined the best of Yellow and Roadway to create YRC.

The changes promise to continue--and we promise to keep you up-to-date.

Find additional information at: <http://www.yrcw.com/integration/>



Coming Soon: yrc.com

As part of the integration of Yellow Transportation and Roadway into YRC, we are pleased to bring you an immediate advantage with yrc.com.

Soon to be released, yrc.com will replace roadway.com and myyellow.com. If you are a registered user of the password-protected shipping tools my.roadway.com and/or myyellow.com, you will soon be able to use my.yrc.com for all of your shipping needs without registering again.

my.yrc.com delivers several benefits enabling you to:

- Manage and control multiple shipping locations
- Create custom reports for shipment claims, invoice, manifest shipment status, shipment exceptions and transit analysis

- Obtain a rate quote for multiple services in a single application (beginning spring 2009, the ability to quote truckload shipments will be included)
- Get answers from a customer service representative in real-time via online Live Chat
- Use online Bill of Lading (BOL) improvements that make BOL creation faster than ever, including the capability to use our electronic BOL for all your providers

So when does the new site become available?

For roadway.com and my.roadway.com users, your existing my.roadway password will enable you to access my.yrc.com beginning **February 2, 2009.**

For myyellow.com users, your existing myyellow user name and password will enable you to access my.yrc.com beginning **March 2, 2009.** Until then, please continue to use myyellow.com.

For my.reimerexpress.com users, there is no change at this time.

If you have a question, feel free to contact webFAQs@yrcw.com.

HELPFUL HINTS



1. SCAC CHANGE: Our Standard Carrier Alpha Code (**SCAC**) changes **March 1, 2009.** Yellow Transportation (YFSY) and Roadway (RDWY) become YRC. YRC will be using the "**RDWY**" SCAC on **March 1, 2009** and beyond. If you use the SCAC for internal systems or processes, be sure to

inform your internal stakeholders or supply chain partners. For Reimer Express the SCAC will remain REIM.

2. YRC CUSTOMER SUPPORT CENTER: Come to expect the same great level of customer service you do today with the YRC Customer Support Center. You will utilize the same Yellow and Roadway phone numbers you use today to be connected to a YRC Customer Support Center expert. In addition to the enhanced Interactive Voice Response (IVR) customer support system, you also have the following options to self-serve: web, Live Chat, email or fax.

3. YRC EDI SYSTEMS: If you currently use either the Yellow Transportation or Roadway or Reimer Express EDI systems, you'll find our EDI and technology teams have been working to complete any new set-ups and testing that might be required. If you have a question, feel free to contact EDIH@YRCW.com.

