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SkyWest Magazine Features “The American Riviera” in its November/December Issue

For Immediate Release

ST. GEORGE, Utah, November 18, 2004 -- SkyWest Magazine, the in-flight publication for SkyWest Airlines (NASDAQ: SKYW), is pleased to feature Santa Barbara in its November/December edition. Through the magazine, readers across North America will experience Santa Barbara’s enchanting coast.

In addition to the full-color, seven-page article, a pastel painting by local artist Sean Kirkpatrick graces the cover of the United Express edition of the magazine. The article, “Central Coast Secrets,” captures the romance and wonder of Santa Barbara. The magazine lures readers to this coastal destination with its relaxing beaches and quaint shops that serve as a welcome escape from the bustle of the working life.

Readers will experience the wonder of more than 100,000 monarch butterflies at The Coronado Butterfly Preserve, go for a hike on bluffs overlooking the sea or take an intimate moonlight cruise. They will also visit the area’s five colleges – which keep the area young and guarantee there will always be something going on.

“We are very pleased to be featured in SkyWest’s November issue,” said Shannon Turner Brooks, Communications Manager at the Santa Barbara Conference, Visitors Bureau and Film Commission. “We rely heavily on editorial coverage – like destination feature stories in publications like SkyWest Magazine – to keep Santa Barbara top-of-mind with potential visitors. The impact of a travel story enormously influences the traveling public’s selection of their next destination – be it for business or pleasure.”

Highlighting the city’s shops, galleries and the infamous Stearn’s Wharf, “Central Coast Secrets” takes readers of all ages on a remarkable retreat.

The article began its two-month run on November 1. It will reach an audience of more than one million SkyWest passengers throughout the United States and Canada.

SkyWest Magazine Editor Colleen Birch Maile is available for interviews including live and taped radio segments at 208.333.9990 or via email at colleen@skywestmagazine.com.

For more information on SkyWest Magazine, go to www.skywestmagazine.com. Additional information on SkyWest can be accessed at www.skywest.com.

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