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## **SkyWest Magazine Features San Luis Obispo in its November/December Issue**

### **For Immediate Release**

**ST. GEORGE, Utah, November 12, 2004** -- SkyWest Magazine, the in-flight publication for SkyWest Airlines (NASDAQ: SKYW), is pleased to feature San Luis Obispo in its November/December edition. Through the magazine, readers across North America will experience San Luis Obispo at its finest.

The full-color, seven-page article, "Central Coast Secrets," captures the well known enticements of San Luis Obispo's dazzling scenery, coupled with its little-known 'secret' delights. Luring readers with abundant open space perfect for various outdoor escapades, the article describes SLO as an excellent escape to relax and rejuvenate.

Readers will visit the "secret side" of San Luis Obispo at the Madonna Inn; with its unique décor in each of its 108 rooms, it's the "kitschiest lodge in all of California". From the Yosemite room, with faux-moss carpeting and a rocky bathroom, to the rose-bedecked American Beauty, there is a room for every reader at the Madonna Inn.

"I like to see SLO get in-flight magazine coverage because of the special impact made by articles in onboard publications," said Constance Jones, Director of Communications & Tourism Marketing at the San Luis Obispo Chamber of Commerce. "Whether they're flying for business or pleasure, people on airplanes have travel on their mind," said Jones. "They're especially open to information about vacation destinations like SLO. In 'Central Coast Secrets', they're reading about our spectacular outdoor attractions and a fun place to stay – who wouldn't want to come for a visit?"

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](mailto:colleen@skywestmagazine.com).

For more information on SkyWest Magazine, go to [www.skywestmagazine.com](http://www.skywestmagazine.com). Additional information on SkyWest can be accessed at [www.skywest.com](http://www.skywest.com).

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