



Contact Corporate Communications  
435.634.3548 / 435.634.3546

## **SkyWest Magazine Features Utah's Dixie in its November/December Issue**

### **For Immediate Release**

**ST. GEORGE, Utah, November 11, 2004** -- SkyWest Magazine, the in-flight publication for SkyWest Airlines (NASDAQ: SKYW), is pleased to feature St. George in its November/December edition. Through the magazine, readers across North America will experience the abundant opportunity and adventure in the Red Hills of Utah's Dixie.

The full-color article, "Utah Uncovered," features Southern Utah's red rock country as an oasis of outdoor activity, from mountain biking to rock climbing. Surrounding landscapes such as Zion National Park, the Grand Canyon and Glen Canyon Dam (Lake Powell) combined with its relatively mild winters make St. George an ideal outlet for numerous outdoor escapades.

Readers experience the luxurious Red Mountain Adventure Spa and Green Valley Resort; both honored in the 2003 "Spa Finder Reader's Choice Awards", as well as a touch of theatrical culture at the Tuacahn Amphitheatre.

"I frequently travel on SkyWest Airlines and always enjoy reading the SkyWest Magazine because of its excellent quality, its stories and its information about the ever-increasing cities that SkyWest flies into," said Pam Hilton, Director of the St. George Area Convention and Visitors Bureau. "We are very pleased that SkyWest will feature "Utah Uncovered" in their magazine; we know that the opportunity to showcase Utah will definitely benefit our tourism promotion efforts for the St. George/Zion National Park areas!"

Highlighting everything purely Dixie, from the chiseled red sandstone to every golfer's fantasy, the magazine illustrates the tantalizing diversions that make St. George an ideal winter destination.

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).

(###)