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SkyWest Magazine Features Salt Lake City 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 Salt Lake City in its November/December edition. The magazine will reach readers across North America, illustrating Salt Lake City as a renowned winter destination.

The full-color article, "Utah Uncovered," features Salt Lake City as a winter wonderland of opportunity. Touting "The Greatest Snow on Earth," the magazine taps into the city's abundant knee-deep powder renowned for winter adventure. The article tempts ski and snowboard fanatics alike with the city's awesome nearby resorts, Brighton, The Canyons, Deer Valley, Park City, Snowbird, Solitude and Alta – offering plenty of powder for some of the greatest winter sports on earth – from heli-skiing or snowshoeing to bobsledding and snowmobiling.

Readers will stroll through the awe-inspiring lights at Historic Temple Square, enjoy the fun and fanfare at the First Night Celebration on New Year's Eve and shop 'till they drop at Trolley Square and The Gateway.

"We are elated to be featured in SkyWest Magazine, and proud to be a SkyWest hub city," said Jason Mathis, spokesman for the Salt Lake Convention & Visitors Bureau. "SkyWest Magazine is read by thousands of Western travelers every year. The positive media coverage they provide for Salt Lake significantly improves our regional and national marketing efforts. We appreciate our long-term partnership with SkyWest, and applaud the excellent service they provide for travelers in the western United States."

Highlighting historic sites, cultural morsels and happening hang-outs, the article promises readers a wealth of adventure in Salt Lake City.

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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