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## **SkyWest Magazine Features Twin Falls in its November/December Issue**

### **For Immediate Release**

**ST. GEORGE, Utah, November 5, 2004** -- SkyWest Magazine, the in-flight publication for SkyWest Airlines (NASDAQ: SKYW) operating as Delta Connection, is pleased to feature Twin Falls as the cover story in its November/December edition. Through the magazine, the magic of Twin Falls will reach readers across North America.

In addition to the full-color, six page article, a photo of Twin Falls' landmark Perrin Bridge graces the cover of the Delta Connection edition. The article, "Twin Falls Celebrates," features an up-close and personal look at the city in its Centennial year. Citing the city's resourceful spirit and ability to enjoy the great outdoors, the magazine highlights the town's remarkable growth and down-home feel.

Readers will learn of the rich history of Idaho's Magic Valley beginning with a man named Ira Perrine, while discovering the opportunities the city offers today at The College of Southern Idaho. They will stargaze at the Faulkner Planetarium, attend music and theatre productions by local artists and get adrenaline rushes white-water rafting down the Snake River.

"It is a great honor to be featured in SkyWest Magazine," said Kent Just, Executive Vice President of the Twin Falls area Chamber of Commerce. "We are proud to know that SkyWest would consider our partnership as important as we consider theirs."

Highlighting historic sites, cultural morsels and a wealth of opportunity, the article promises something for everyone in Twin Falls.

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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