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SkyWest Magazine Features the Mile High City in its September/October Issue

For Immediate Release

ST. GEORGE, Utah, September 1, 2004 -- SkyWest Magazine, the in-flight publication for SkyWest Airlines (NASDAQ: SKYW), is excited to feature Denver in its September/October edition. The magazine will reach readers across North America, illustrating Denver as the gateway to Colorado's Front Range adventure destinations.

The full-color article features Denver's accessibility and scintillating staples surrounded by Boulder, Estes Park, Idaho Springs, Empire, Georgetown, Silver Plume, Golden and Morrison.

Highlighting everything in Denver's Front Range, from the picturesque peculiarity of Boulder to the infamous Stanley Hotel and the Rocky Mountain Gateway of Estes Park, the magazine illustrates the delectable delights within a few minutes' drive outside of SkyWest's Denver hub.

"An article on the Mile High City in a magazine like *SkyWest Magazine* is a wonderful opportunity to tell the rest of the nation about the \$7 billion in new attractions that have opened in Denver in the past decade," said Rich Grant, Director of Communications Denver Metro Convention and Visitors Bureau. "Tourism is Denver's second largest industry, and when an article helps Denver's hospitality industry, it eventually helps everyone in the city."

Readers will experience the galleries of Georgetown, Pearl Street Mall in Boulder, the ancient meeting grounds in Idaho Springs and everything from railroad adventures and breweries to the legendary winter skiing of Colorado throughout this area that offers something palatable for every interest.

The article began its two-month run on September 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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