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SkyWest Magazine Features Phoenix in its September/October Issue

For Immediate Release

ST. GEORGE, Utah, September 3, 2004 -- SkyWest Magazine, the in-flight publication for SkyWest Airlines (NASDAQ: SKYW), is happy to feature Phoenix in its September/October issue.

The full-color article on Arizona exhibits the contrasting landscapes and urban-dwelling sun-worshippers of this celebrated resort and golf destination.

Readers will visit the world's largest municipal park; with its 60 miles of desert trails and nearly 17,000 acres, South Mountain Park promises awe-inspiring adventure for the seasoned traveler. And though Phoenix is known as the Valley of the Sun, it's never too hot for remarkable outdoor exhibits and, of course, golf.

"The inclusion of Greater Phoenix in the SkyWest Magazine is exciting for the destination," said Doug MacKenzie, Director of Communications at the Greater Phoenix Convention and Visitors Bureau. "We appreciate SkyWest sharing the abundance that the nation's fifth largest city has to offer."

Perennially attractive, especially in the crisp fall and winter months, Phoenix' unique mixture of urban and outdoor appeal will remain with readers indefinitely.

The article began its two-month run on September 1. It will reach an audience of more than one million SkyWest passengers across North America.

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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