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SkyWest Magazine Features West Yellowstone 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) operating as Delta Connection, is excited to feature West Yellowstone in its September/October issue.

The full color article on West Yellowstone features this delightful destination as more than a summer's retreat - an autumnal oasis, offering rustic bed and breakfasts, monumental waterfalls and the nation's highest freshwater lake.

Featuring recreational mainstays, the article emphasizes autumn enticements such as the Yellowstone/Old Faithful Bicycle Tour and the approaching snowmobile season that no sportsperson can resist.

"West Yellowstone is delighted to be featured in SkyWest Magazine's upcoming issue!" said Marysue Costello, Executive Director of West Yellowstone Chamber of Commerce. "We well know the positive impact that feature stories can have on our business community. We've partnered with SkyWest for many years and this is an exciting addition to that association. We believe you'd run out of space for an article long before you run out of places to visit and activities to enjoy in West Yellowstone. "

Readers will partake of extraordinary experiences in the fall season at West Yellowstone, from rare grizzly bear sightings to the awe-inspiring waterfall that descends twice as far as Niagara.

The article began its two-month run on September 1. It will reach an audience of nearly 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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