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SkyWest Magazine Features Yuma 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 excited to feature Yuma in its September/October issue.

The full-color article on Arizona features Yuma's vibrant Old West culture and rugged history. Nutrient-needy readers will enjoy more than their daily dose of V8 in Yuma. The Yuma Valley boasts one of the most productive vegetable producers in the nation, thanks to deep roots from its farming ancestors.

"Because of our location, reliable air service like SkyWest provides is an integral part of our entire business, military and tourism package," said Ken Rosevear, Executive Director of Yuma County Chamber of Commerce. "This feature in SkyWest Magazine will confirm what thousands of others are finding: Yuma is a great place to enjoy a tremendous quality of life. Thank you for featuring greater Yuma. "

Transporting readers to the notorious Yuma Territorial Prison, the article illustrates Yuma's Old West lawless roots. The century-old prison remains a testament of the 33 years and the original 7 prisoners who built their own cells, then made their homes there.

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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