



NEWS RELEASE
FOR IMMEDIATE RELEASE: Nov. 10, 2008

FLORIDA SUNSHINE NOW AVAILABLE!
ALLEGiant AIR ANNOUNCES NEW, NONSTOP JET SERVICE TO
ORLANDO AND TAMPA BAY
FROM GRAND RAPIDS FOR JUST \$89* ONE-WAY

(GRAND RAPIDS, Mich.)— Low-cost airline, **Allegiant Air**, LLC, today announced it will move its flight operations to **Gerald R. Ford International Airport** in **Grand Rapids, Mich.** from the Lansing Capital City Airport in Lansing, Mich. The Las Vegas-based carrier will inaugurate the new, nonstop flights to **Orlando Feb. 3, 2009** and service to **the Tampa Bay area Feb. 4, 2009** from Grand Rapids. To celebrate, Allegiant is offering introductory fares as low as **\$89*** each way, when booked at www.allegiantair.com.

“We are pleased to bring the Allegiant brand of low-fare, nonstop jet service to Grand Rapids,” Maurice J. Gallagher, Allegiant Air president & CEO, said. “This is an exciting new addition for our airline and our customers as we launch the only nonstop jet service between West Michigan and Florida.”

“In light of the current economic slump, this new air service from Allegiant is very welcome news indeed for West Michigan,” James Koslosky, A.A.E., executive director of the Gerald R. Ford International Airport, said. “This low-fare air service will play a significant role in moving us toward a balanced mix of service that best meets the needs of our customers and our region.”

As the only low-cost air service between Grand Rapids and the Sunshine State, Allegiant will utilize MD-80 series, jet-aircraft with 150 seats on the routes. The airline said its market research and input from local community leaders indicate that the West Michigan community will welcome the new nonstop flights and low fares to both Orlando and Tampa Bay as an alternative to connecting flights and long drives to other airports.

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The new route will operate three times weekly between Gerald R. Ford International Airport and Orlando-Sanford International Airport, with service **Tuesday, Thursday and Sunday**. Flights will depart Grand Rapids at **1:15 p.m.** arriving in Orlando at **3:50 p.m.** Flights leaving Orlando will depart at **9:55 a.m.** arriving in Grand Rapids at **12:35 p.m.** (all flight times are local).

For its Tampa Bay service, flights will operate on **Monday, Wednesday, Friday and Saturday**. Flights will depart the Grand Rapids at **11:40 a.m.** arriving into St. Petersburg-Clearwater International Airport at **2:25 p.m.** Flights leaving St. Petersburg-Clearwater International Airport will depart at **8:20 a.m.** arriving in Grand Rapids at **11 a.m.** (all flight times are local.)

Located midway between Orlando's world-class attractions and the world's most famous beach - Daytona Beach, Orlando Sanford International Airport offers visitors the "best of both worlds." Both destinations are only minutes away, ideally situated for those hoping to take a break from the cold at the beach or to experience the fun of Disney World, Universal Studios, SeaWorld and the rest of the excitement Florida has to offer.

With an average 361 days of sunshine each year, the Tampa Bay/St. Petersburg/Clearwater area is considered the most popular vacation destination on Florida's West Coast. The area was named among the top beaches in the United States and is one of a few destinations to have received the "Blue Wave Award" from the Clean Beaches Council. In addition to pristine beaches, visitors are within minutes of shopping, amazing golf courses and award-winning resort and dining experiences.

The **Allegiant Vacations** division of the company will allow customers to double their sunshine fun with complete vacation packages at some of both Orlando and Tampa Bay's premier resorts.

In Orlando, partner resort properties include *The Swan, The Dolphin, The Hilton in Lake Buena Vista* and *the Radisson Parkway*. Complete vacation packages to Orlando including roundtrip air and three-night hotel stay for as low as **\$250****. (Price is per person, based on two-night hotel stay at the Comfort Inn Lake Buena Vista, double occupancy and reflects a Tuesday and Sunday arrival.)

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In the Tampa Bay area, hotel partners include *Alden Beach Resort, Belleview Biltmore, Don CeSar, Hilton Clearwater Beach, Innisbrook Beach Resort, Marriott Suites on Sand Key and Sheraton Sand Key*. Low-cost packages are available to include hotel, car and amusement park tickets for additional savings. Complete vacation packages including roundtrip air and two-night hotel stay for as low as **\$380****. (Price is per person, based on two-night hotel stay at the Holiday Inn & Suites Clearwater Beach, double occupancy and reflects a Monday and Wednesday arrival.)

Allegiant's **\$89*** one-way introductory fare is limited, not available on all flights and must be purchased by **Dec. 3, 2008**, for travel through **April 30, 2009**. After the introductory fare period, regular one-way fares on the route start as low as **\$109** one-way. Customers with existing Lansing reservations Feb. 3 and beyond will be contacted directly by Allegiant for reaccommodation out of Grand Rapids.

Reservations may be made through the company's website at www.allegiantair.com, the airline's Reservations Center at **702-505-8888** or professional travel agents.

About the offer

*All fares are limited, one-way and are non-refundable. Prices do not include PFC, segment tax or Sept. 11 security fee of up to \$10.50 per segment. Travel purchased through an Allegiant Air call center will cost an additional \$10 per segment. A checked baggage fee of \$15 per bag, per person, per segment will apply for the first two bags, when purchased at the time of booking. If purchased at flight check-in, a checked baggage fee of \$25 per bag, per segment, per person will apply to the first two checked bags. Additional higher fees will apply for three or more checked bags. A segment is defined as one take-off and one landing. Fares are non-refundable. Seats are limited and subject to availability. Restrictions apply. Offer not valid on previously purchased tickets. This offer is not available: Feb. 13-16, 2009 and April 4-20, 2009.

** Prices are per person, based on double occupancy, do not include all air taxes/fees/surcharges and includes all hotel taxes. Prices do not include \$2.50 + tax nightly resort fee which are to be paid directly to the property and car rental company.

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About the Company

Las Vegas based Allegiant Travel Company (NASDAQ: ALGT), is focused on linking travelers in small cities to world-class leisure destinations such as Las Vegas, Phoenix, Fort Lauderdale, Fla., Orlando, Fla. and Tampa/St. Petersburg, Fla. Through its subsidiary, Allegiant Air, the Company operates a low-cost, high-efficiency, all-jet passenger airline offering air travel both on a stand-alone basis and bundled with hotel rooms, rental cars and other travel related services.

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