



NEWS RELEASE
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GET AWAY TO TAMPA BAY!

ALLEGIANT AIR ANNOUNCES NONSTOP FLIGHTS FROM THE TRI-CITIES TO TAMPA BAY FOR \$59* ONE-WAY

(BLOUNTVILLE, Tenn.)--- Tri-Cities residents get ready for more sunshine! The low-cost airline, **Allegiant Air**, today announces new, nonstop jet service to Florida's **Tampa Bay** area from **Tri-Cities Regional Airport** beginning **Nov. 20**. The low-fare carrier will celebrate the convenient new service to the **St. Petersburg-Clearwater International Airport** with sunny introductory fares as low as **\$59*** each way.

With an average 361 days of sunshine each year, the 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.

"We are extremely pleased to again expand the Allegiant brand of low-fare, nonstop jet service to the Tri-Cities communities," Maurice J. Gallagher, Jr., president, CEO and Chairman for Allegiant said. "This is an exciting new addition for our airline and our customers as we launch yet another way to get to the fun and sun of Florida and the only scheduled service between the Tri-Cities and Tampa Bay."

The self-proclaimed "Official Airline for Sunshine" will launch the new scheduled service from **Tri-Cities Regional Airport** to **St. Petersburg-Clearwater International Airport** with two flights weekly. With service **Thursday** and **Sunday**, flights will depart Tri-Cities at **3:35 p.m.** arriving in Tampa Bay at **5:30 p.m.** Flights leaving Tampa Bay will depart at **12:55 p.m.** arriving in the Tri-Cities at **2:55 p.m.** (all flight times are local.) Allegiant Air began nonstop, low-cost service to Orlando, Fla. May 17, 2007.

"We are extremely pleased to announce that for the first time Tri-Cities Regional Airport will offer nonstop, low fare service to the Tampa Bay area," Patrick Wilson, executive director of

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Tri-Cities Regional Airport, said. "Tri-Cities passengers have shown their support for Allegiant Air by keeping the planes full, and Allegiant has responded by adding this exciting new destination."

The airline commented market research and input from local community leaders indicate the Tri-Cities communities will welcome the new nonstop flights and low fares to the Tampa Bay area as an alternative to connecting flights and long drives to other airports. Allegiant will utilize 150-seat, MD-80 series, jet-aircraft on the route.

The **Allegiant Vacations** division of the company will allow customers to double their sunshine fun with complete vacation packages at some of the area's premier resorts, including *Alden Beach Resort, Belleview Biltmore, Don CeSar, Hilton Clearwater Beach, Innisbrook Beach Resort, Marriott Suites on Sand Key* and *Sheraton Sand Key*. Complete vacation packages including roundtrip air and three-night hotel stay for as low as **\$292***. (Price is per person, based on three-night hotel stay at the Hyatt Place Tampa Airport West Shore, double occupancy and reflects a Friday arrival and Monday departure.) Low-cost packages are available to include not only air and hotel, but car rentals for additional savings.

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. Allegiant's **\$59*** one-way introductory fare is limited, not available on all flights and must be purchased by **Oct. 15, 2008** for travel by **Feb. 5, 2009**. After the introductory fare period, regular one-way fares on the route start as low as **\$79** one-way.

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. A convenience fee of \$11.50 per traveling customer will be applied when booked at www.allegiantair.com or through an Allegiant Air call center. 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 Nov. 26 - Dec. 1, 2008; Dec. 20 – 31, 2008 and Jan. 1-5, 2009.

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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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