



NEWS RELEASE
FOR IMMEDIATE RELEASE: Sept. 16, 2008

FLORIDA SUNSHINE NOW AVAILABLE!
ALLEGiant AIR ANNOUNCES NEW, NONSTOP JET SERVICE TO
ORLANDO AND TAMPA BAY
FROM LEXINGTON FOR JUST \$69* ONE-WAY

(LEXINGTON, Ky.)— Low-cost airline **Allegiant Air, LLC**, today announces new, nonstop jet service to the fun and sun of **Florida** from **Lexington, Ky.** beginning **Nov. 6**. The low-fare carrier will celebrate the convenient new service to both **Orlando** and the **Tampa Bay** area, with introductory fares as low as **\$69*** each way, when booked at www.allegiantair.com.

The self-proclaimed “Official Airline for Sunshine” will launch the new scheduled service from **Blue Grass Airport to Orlando Sanford International Airport Nov. 6** and to **St. Petersburg/Clearwater International Airport** in Tampa Bay **Nov. 7**.

“We are extremely pleased to extend the Allegiant brand of low-fare, nonstop jet service to the Central Kentucky community,” Maurice J. Gallagher, Allegiant Air president and CEO, said. “This is an exciting new addition for our airline and our customers as we launch the only low-cost, nonstop air service between Lexington and Florida.”

“We are delighted to welcome Allegiant Air to Central Kentucky,” said Michael Gobb, executive director at Blue Grass Airport. “Travelers will enjoy the affordable and convenient, nonstop flights Allegiant will offer to Orlando and Tampa Bay. This will provide customers with more choices and low-fare options when flying from Blue Grass Airport.”

As the only low-cost air service between Lexington 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 Lexington 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 flights to Orlando will operate two days weekly, with service **Thursday** and **Sunday**. Flights will depart the Blue Grass Airport at **7:30 p.m.** arriving in Orlando Sanford International Airport at **9:25 p.m.** Flights leaving Orlando will depart at **4:50 p.m.** arriving in Lexington at **6:50 p.m.**

For its Tampa Bay service, flights will operate on **Monday** and **Friday**. Flights will depart the Lexington at **7:30 p.m.** arriving into St. Petersburg-Clearwater International Airport at **9:30 p.m.** Flights leaving St. Petersburg-Clearwater International Airport will depart at **4:45 p.m.** arriving in Lexington at **6:50 p.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 **\$201****. (Price is per person, based on three-night hotel stay at the Howard Johnson Main Gate East, double occupancy and reflects a Thursday or Sunday departure.)

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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 **\$312****. (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.)

Allegiant's **\$69*** one-way introductory fare is limited, not available on all flights and must be purchased by **Oct. 8, 2008**, for travel through **Feb. 5, 2009**. After the introductory fare period, regular one-way fares on the route start as low as **\$89** one-way.

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 not available on all flights. 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.**

** 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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