



ALLEGIAN'T ANNOUNCES NONSTOP SEASONAL TRAVEL FROM CINCINNATI TO TAMPA BAY AND MYRTLE BEACH WITH INTRODUCTORY ONE-WAY FARES AS LOW AS \$59*

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<http://gofly.us/11e7mRA>

- Allegiant B-Roll footage
- Tampa / St. Pete stock B-Roll footage

HEBRON, Ky. March 4, 2014 — **Allegiant** ([NASDAQ: ALGT](#)), known for its exceptional travel deals, announces today new, nonstop seasonal jet service from Cincinnati to Tampa Bay via St. Pete-Clearwater International Airport beginning May 15, 2014, and to Myrtle Beach beginning May 30, 2014. **The company, known for its exceptional travel deals, is proud to bring a city with historically high airfares introductory one-way rates as low as \$59*.**

"We are thrilled to further expand our low-cost air travel product within Cincinnati to include Tampa Bay and Myrtle Beach," said Andrew C. Levy, Allegiant Travel Company President and COO. "We have been operating for less than a month in Cincinnati and the community has already embraced our ultra-low-cost travel offerings. We are confident the community will appreciate the convenience of flying nonstop to these new destinations and the value of bundling their air, hotel and car rental reservation together."

Both of the new flights will operate twice weekly until Aug. 12, 2014, flying nonstop from Cincinnati / Northern Kentucky International Airport (CVG) to St. Pete-Clearwater International Airport (PIE) and Myrtle Beach International Airport (MYR). Allegiant has added low-cost, convenient air travel from Cincinnati to four different sunny destinations in less than six months, making Cincinnati Allegiant's fastest growing origination city in the company's 15-year history. Flight days and times and the lowest fares can be found at [Allegiant.com](#)

"We are thrilled to have Allegiant expand service aggressively at CVG," said Candace McGraw, CVG CEO. "The expanded service is a show of significant support from the Cincinnati/Northern Kentucky community. Our passengers want to have fun in the sun and now they have even more low cost options on Allegiant."

Allegiant's first took flight from Cincinnati / Northern Kentucky International Airport on Feb. 12, 2014, with service to Orlando, and shortly thereafter, celebrated the start of service to Punta Gorda on Feb. 14, 2014.

Focusing solely on low-cost leisure travel, the company provides customers with low base fares, averaging less than half the cost of competitors' average domestic round-trip tickets purchased in 2013. Over the past 15 years, its innovative business model has allowed the company to grow from one aircraft and one route, to offering access to convenient, affordable service in 100 communities nationwide, more than any other domestic low-cost carrier.

With an average of 361 days of sunshine each year, the Tampa Bay and St. Pete-Clearwater areas are the perfect escape for travelers. Allegiant partners with more than 20 of the area's most exciting hotel properties, provides low-cost car rental service through its partnership with Alamo Rent a Car, and offers great deals on activities such as dinner and ocean exploration cruises. Cincinnati travelers can book their entire Tampa / St. Pete vacation for less by visiting [Allegiant.com](#).

Known as the "Seaside Golf Capital of the World," Myrtle Beach is set in the heart of South Carolina's Grand Strand, where world-class golf abounds and soft, sandy beaches stretch more than 60 miles. Recognized as one of the "Top 10 places for Families to Visit in the U.S." by Yahoo! Travel, Myrtle Beach has something for everyone. From topnotch shopping and dining to award-winning golf courses and live entertainment, visitors can experience Southern culture all enjoying unbeatable ocean views. Allegiant partners with some of Myrtle Beach's most popular hotel properties, provides low-cost car rental service through its partnership with Alamo rent a Car and offers great deals on some of the area's most exciting attractions. Cincinnati travelers can book their entire Myrtle Beach vacation for less by visiting [Allegiant.com](#).



About the \$59* one-way fares:

Seats are limited. Price includes taxes and fees. Fares are one way and not available on all flights. Must be purchased by March 11, 2014, for travel by Aug.12, 2014. Price reflects debit card discount; credit card price higher. For baggage fees, please visit Allegiant.com. Additional restrictions may apply.

Allegiant, Travel is our deal.®

Las Vegas-based Allegiant Travel Company (NASDAQ: ALGT) is focused on linking travelers in small cities to world-class leisure destinations. The company operates a low-cost, high-efficiency, all-jet passenger airline through its subsidiary, Allegiant Air, while also offering other travel-related products such as hotel rooms, rental cars, and attraction tickets. All can be purchased through the company website, allegiant.com. The company has been named one of America's 100 Best Small Companies by Forbes Magazine for four consecutive years. For downloadable press kit, including photos, visit: <http://gofly.us/SQmY7O>.

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