



## NEWS RELEASE

FOR IMMEDIATE RELEASE: September 20, 2011

# NIAGARA FALLS FLIES TO WEST FLORIDA'S AWARD-WINNING BEACHES AND SUN-FILLED FUN

## ALLEGIANT ANNOUNCES NONSTOP, LOW-COST TRAVEL BETWEEN NIAGARA FALLS AND TAMPA BAY WITH INTRODUCTORY \$79.99\* ONE-WAY FARES

**NIAGARA FALLS, N.Y.** – Allegiant (NASDAQ: ALGT), today announces low-cost, nonstop travel between **Niagara Falls, N.Y.**, and the **Tampa Bay, Fla.**, area via the St. Petersburg-Clearwater International Airport beginning **Dec. 15, 2011**. The company, known for its exceptional travel deals, is offering its customers fares between the two cities for as low as \$79.99\* one-way.

"We are pleased to bring an affordable and convenient way for the Niagara and southern Ontario areas to travel to Tampa Bay," Andrew C. Levy, Allegiant Travel Company President, said. "We are confident the Niagara Falls community will appreciate the value of flying nonstop to the Tampa Bay area and the great deals we offer on hotels and car rentals."

"We are extremely pleased that Allegiant will be serving the Niagara and southern Ontario regions from the Niagara Falls International Airport with service to Tampa/St. Petersburg, Fla.," Henry M. Sloma, NFTA acting chairman said. "I'm confident this new Florida destination will be very popular with our customers and they will also find favor with Allegiant's low fares and efficient service."

"We are very excited about the addition of non-stop service to the Niagara Falls International Airport. The Niagara Falls & Buffalo Airports are gateways for many Canadians to fly to the US and for Americans to visit the scenic Niagara Falls region. With this addition, Allegiant will now offer non-stop low-fare service to 23 destinations to/from our Airport." said Noah Lagos, A.A.E., Airport Director of the St. Petersburg-Clearwater International Airport.

The new flights will operate twice weekly between **Niagara Falls International Airport (IAG)** and **St. Petersburg-Clearwater International Airport (PIE)**, with service **Thursday** and **Sunday**. Flights will depart Niagara Falls at **6:00 p.m.** arriving in the Tampa Bay area at **8:35 p.m.** Flights leaving the Tampa Bay area will depart at **2:30 p.m.** arriving in Niagara Falls at **5:20 p.m.** (all flight times are local). The carrier will utilize a full-size, 150-seat MD-80 jet aircraft on the route. This will serve as the first flight for Allegiant from the Niagara Falls International Airport.

more



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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.

Allegiant is more than an airline, it is a full-service travel company that offers great value to its customers through its hotel and car rental packages. The company partners with 20 of the Tampa Bay area's most exciting hotel properties, including: *Grand Hyatt Tampa Bay, Barefoot Beach Resort, Hilton Clearwater Beach Resort, Sheraton Sand Key Resort, Alden Beach Resort, Don CeSar Beach Resort and Sirata Beach Resort & Conference Center*. Allegiant provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

Allegiant's **\$79.99\*** one-way introductory fare is limited, must be purchased by **Oct. 20, 2011**, and is valid for travel between **Dec. 15, 2011, and Feb. 14, 2012**. Introductory fares are not available on all flights.

Reservations can be made on the airline's website at [www.allegiant.com](http://www.allegiant.com) or by calling the company's travel experts at **702-505-8888**. Allegiant guarantees the lowest price on air and hotel vacation packages through the company's Low-Price Pledge. If the customer finds an air and hotel package for less, Allegiant will credit the difference for use on a future booking. Allegiant is also rewarding customers who book an air and hotel package through the company with an instant \$20 savings on roundtrip airfare, making it even more affordable to book an air and hotel package.

**About the \$79.99\* one-way fare:**

Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Oct. 10, 2011, for travel by Feb. 14, 2012. Offer not available Dec. 24, 2011--Jan. 4, 2012. Prices do not include PFC, segment tax or Sept. 11th security fee of up to \$10.70 per segment. A segment is one take-off and one landing. A fee of \$14.99 per segment, will apply when purchased through Allegiant call centers. For ticket counter hours of operation, please visit [www.allegiant.com](http://www.allegiant.com). When purchased at the time of booking, a checked bag fee of up to \$19.99 per bag will apply per person, per segment. If purchased at flight check-in, a fee of \$35 per checked bag, per person, per segment will apply for the first two bags checked. Additional higher fees will apply for three or more checked bags. Fare rules, routes and schedules are subject to change without notice. Restrictions apply. \$20 savings based on a two-night, air+hotel purchase; valid at select Allegiant hotels.

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Las Vegas-based Allegiant Travel Company (NASDAQ: ALGT), is focused on linking travelers in small cities to world-class leisure destinations such as Fort Lauderdale, Fla., Las Vegas, Los Angeles, Phoenix-Mesa, 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. In 2010, Allegiant was ranked number one for low-cost carriers in Aviation Week's Top Performing Airline study and ranked 25 on FORTUNE magazine's Fastest-Growing Companies list. Receive breaking news from Allegiant by visiting Allegiant's Facebook Fan Page at [www.facebook.com/Allegiant](http://www.facebook.com/Allegiant) or follow Allegiant on Twitter at [twitter.com/allegiantair](http://twitter.com/allegiantair).

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