



STRONG DEMAND PROMPTS ALLEGIAN'T TO OFFER FLIGHTS TO TAMPA BAY YEAR-ROUND WITH FARES AS LOW AS \$99*

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

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

HEBRON, Ky. March 31, 2014 — **Allegiant** ([NASDAQ: ALGT](#)) has expanded scheduled service between Cincinnati and Tampa Bay from seasonal summer service to year-round. Allegiant announced seasonal nonstop service from Cincinnati to Tampa Bay on March 4, 2014, and after seeing overwhelming demand for the flights, decided to offer the service year round. **The company, known for its exceptional travel deals on nonstop flights, is proud to bring a city with historically high airfares introductory one-way rates as low as \$99*.**

"We have seen such strong demand since we announced this route and, as we always try to do, we have reacted to that demand by adding more flights year-round," said Andrew C. Levy, Allegiant Travel Company President and COO. "We have been operating in Cincinnati since February and travelers have been very receptive to our ultra-low-cost travel offerings. We are confident the community will continue to appreciate the convenience of flying nonstop to our destinations and the value of bundling their air, hotel and car rental reservations together."

Nonstop flights from Cincinnati / Northern Kentucky International Airport (CVG) to St. Pete-Clearwater International Airport (PIE) will begin on May 15, 2014. Allegiant is currently selling flights through Oct. 28, 2014, and will release its holiday schedule later this spring. 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 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 on low-cost leisure travel, the company provides customers with low base fares. 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 air 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](#).

About the \$99* 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 April 7, 2014, for travel by Oct. 28, 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/SQmY70>.

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