



ALLEGIANT ANNOUNCES FURTHER EXPANSION IN MEMPHIS WITH NONSTOP FLIGHTS TO THE TAMPA BAY AREA WITH FARES AS LOW AS \$48

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- Allegiant B-roll Footage

MEMPHIS, Tenn. July 21, 2015 — Allegiant ([NASDAQ: ALGT](#)) today announces the expansion of its ultra-low-cost flights in Memphis with the addition of nonstop service to Tampa / St. Pete beginning Oct. 1, 2015. The new flights are on sale starting today with introductory one-way fares as low as \$48*.

For a limited time, Memphis travelers can save even more on their Tampa / St. Pete vacation by using **promo code MEMPHIS100 for an extra \$100** off an air+hotel vacation package.**

Allegiant began service to Memphis last May with flights to Ft. Lauderdale, Las Vegas and Orlando / Sanford. With today's announcement, Allegiant will offer service to five popular vacation destinations from Memphis.

"We're very pleased to announce these new flights so soon after launching service to Memphis," said Jude Bricker, Allegiant Travel Company senior vice president of planning. "The response to our service from the community has exceeded our expectations and we're certain Memphis travelers will also embrace these new flights to Austin and Tampa/St. Pete."

New routes announced are:

Nonstop service from Memphis International Airport (MEM) to:

St. Pete-Clearwater International Airport (PIE) – Operates twice weekly starting Oc. 1, 2015 with fares as low as \$48*

"Allegiant's decision to quickly add additional air service is a strong validation that Memphis passengers have embraced the Allegiant product," said Scott Brockman, Memphis-Shelby County Airport Authority president and CEO. "Airlines are seeing opportunity here, and we look forward to the possibility of continued growth by Allegiant."

"This announcement is yet another step for the Memphis International Airport," said Pace Cooper, Memphis-Shelby County Airport Authority chairman of the board of the directors. "Not only does this provide our passengers with a growing number of nonstop destinations, but it also provides additional options for Memphis visitors and tourists."

Allegiant's innovative business model has allowed it to grow from one plane and one route to offering access to low-cost flights in over 100 cities nationwide, more than any other domestic low-cost carrier. Allegiant passengers can enjoy unique savings by bundling their air, hotel, car and even activity and attraction reservations together for less.

***About the introductory 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 July 25, 2015 for travel by Feb. 16, 2016. Price displayed reflects purchase by debit card; purchase by credit card subject to surcharge not to exceed \$8 each way per passenger. See Allegiant.com for details. Additional restrictions may apply.



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1201 North Town Center Drive | Las Vegas, Nevada 89144

****About the MEMPHIS100 promo:**

The \$100 off air+hotel package is valid for new round-trip reservations between Memphis International Airport (MEM) and St. Pete-Clearwater International Airport (PIE) with at least three (3) consecutive Tampa / St. Pete hotel nights on the same reservation. To receive the discount, enter the promo code MEMPHIS100 in the shopping cart at Allegiant.com. Must be purchased by July 27, 2015 for travel by Dec. 15, 2015. Additional restrictions may apply.

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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. 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 five consecutive years. In 2014, AVIATION WEEK ranked Allegiant the Top-Performing Airline in North America for the third consecutive year. For downloadable press kit, including photos, visit: <http://gofly.us/PBqgm>.

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