



**NEWS RELEASE**  
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## **LOW-COST CARRIER ANNOUNCES NEW BASE IN GRAND RAPIDS AND NEW, NONSTOP SERVICE TO MYRTLE BEACH WITH \$58.88\* FARES**

### **ANNOUNCES ALLEGIANT SCHOLARSHIP FOR WEST MICHIGAN STUDENTS**

**GRAND RAPIDS, Mich.**--- Low-cost carrier **Allegiant Air, LLC**, a subsidiary of Allegiant Travel Company (Nasdaq: ALGT), today announces it will establish a new base at Gerald R. Ford International Airport, and will start low-cost, nonstop service to its sixth destination from Grand Rapids with service to **Myrtle Beach, S.C.** In addition, the company announced a new Allegiant funded West Michigan scholarship program to show its appreciation and commitment to the community.

Beginning April 27, the carrier will base two 150-seat MD-80 series jet aircraft at the airport. Allegiant's operation will grow to 34 flights per week and 60 well-compensated positions including pilots, ground handlers, customer service agents, flight attendants and aircraft technicians. For career opportunities please visit the "Careers" page on the [www.allegiantair.com](http://www.allegiantair.com) Web site.

"We're extremely pleased to increase our commitment to West Michigan by making Grand Rapids an Allegiant base," Maurice J. Gallagher, Jr., Allegiant Travel Company CEO, said. "Though we have been in the community for only a year, the support we've been shown for our unique brand of low-cost, nonstop air service has been outstanding. We are happy to further our investment in the community by bringing more service and jobs to the marketplace. Further, we are pleased to announce a new scholarship program for area students."

Since inaugurating nonstop service from Grand Rapids to Orlando and Tampa Bay, Fla. Feb. 3, 2009, Allegiant has added service to the Las Vegas, Phoenix-Mesa and Fort Lauderdale, Fla. Since Feb. 3, 2009, Allegiant has carried **more than 131,000 passengers** to and from all of its vacation destinations and saved the community well over **\$5.5 million** in airfare.

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“We are very pleased that the West Michigan community support of Allegiant Air at Gerald R. Ford International continues to be strong,” Jim Koslosky, executive director of Gerald R. Ford International Airport, said. “It is this support that has fueled their service growth to now include six nonstop destinations and the creation of a base of operations in Grand Rapids. The new jobs created by this expansion are further evidence that West Michigan is vibrant, successful and growing.”

As a community partner, Allegiant will contribute **three, \$1,000 scholarships** annually to West Michigan students. Details about the scholarship program and eligibility will be forthcoming; however the company is committed to providing \$3,000 in scholarship funds annually while providing air service to the community.

Allegiant’s nonstop service to **Myrtle Beach, S.C.** from Grand Rapids will begin **April 30**. The carrier will celebrate the convenient new service to the “Seaside Golf Capital of the World,” with introductory fares as low as **\$58.88\*** each way.

The new flights will operate two times weekly with service **Monday** and **Friday**. Beginning April 30, flights will depart Grand Rapids at **11:30 a.m.** arriving in Myrtle Beach International Airport at **1:30 p.m.** Flights leaving Myrtle Beach will depart at **7:10 p.m.** arriving in Grand Rapids at **9:10 p.m.** (all flight times are local). Allegiant will utilize 150-seat, MD-80 series, jet-aircraft on the route.

Known as the “Seaside Golf Capital of the World,” Myrtle Beach offers endless world-class golf and 60 miles of soft, sandy beaches. Recognized as the “World’s Best Beach” and one of the “Top 10 places for Families to Visit in the U.S.” by Yahoo! Travel, the Grand Strand has something for everyone. With more than 100 golf courses to choose from, Myrtle Beach boasts many of the world’s most challenging courses, personally designed by golf greats like Arnold Palmer and Jack Nicklaus. Family fun begins at the beach, inviting visitors to make a splash at any of the many water parks or embark on numerous aquatic adventures like deep-sea fishing, scuba diving, boat rides and jet skiing. The city’s shopping features fashion from couture boutiques to flea market districts. Visitors can indulge in the city’s culture by watching award-winning live entertainment or sampling an assortment of delicious world cuisine—all while enjoying the ocean view.

The company offers low-cost packages with many of Myrtle Beach's most exciting hotel properties, including: *Bay View Resort, Breaker Resort, Caribbean Resort & Villas, Compass Cove Resort, Dunes Village Resort, Litchfield Beach & Golf Resort, Long Bay Resort* and *Ocean Reef Resort*. The company also provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

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Allegiant's **\$58.88\*** one-way fares are limited, not available on all flights and must be purchased by **Feb. 24, 2010** for complete travel by **Sept. 20, 2010**. Reservations may be made through the company's Web site at [www.allegiantair.com](http://www.allegiantair.com), the airline's Reservations Center at **702-505-8888** or professional travel agents.

**About the one-way fares:**

\*Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Feb. 24, 2010 for travel between April 30 and Sept. 20, 2010. Prices do not include PFC, segment tax or Sept. 11 security fee of up to \$10.70 per segment. A segment is one take-off and one landing. A convenience fee of \$14 per passenger will apply when booked on [allegiantair.com](http://allegiantair.com). A convenience fee of \$14 per passenger, plus \$10 per segment, will apply when purchased through Allegiant Air call centers. Purchases made at any Allegiant Air Airport Ticket Office will not incur a convenience or call-center fee. When purchased at the time of booking, a first checked bag fee of \$15-\$25 per bag and second checked bag fee of \$25-\$30 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.

**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., Tampa/St. Petersburg, Fla. and Los Angeles. 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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