



NEWS RELEASE
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WEST MICHIGAN, GET READY TO SOAK UP THE FUN IN SUNNY SOUTH FLORIDA

**ALLEGIAN AIR ANNOUNCES NEW, NONSTOP FLIGHTS FROM GRAND RAPIDS TO
FORT LAUDERDALE FOR JUST \$79.99* ONE-WAY**

GRAND RAPIDS, Mich.— West Michigan residents will soon have yet another way to get to the sun as **Allegiant Air, LLC** today announces new, nonstop jet service to **Fort Lauderdale, Fla.** from **Grand Rapids, Mich.** beginning **Nov. 13, 2009**. The low-fare carrier celebrates the convenient new service to sunny South Florida with introductory fares as low as **\$79.99*** each way.

“We are extremely pleased to again expand the Allegiant brand of low-fare, nonstop jet service in the West Michigan communities,” Maurice J. Gallagher, Allegiant Air president & CEO, said. “This is an exciting new addition for our airline and our customers as we launch the only nonstop, air service between West Michigan and South Florida.”

Beginning Nov. 13, the new scheduled service from Grand Rapids to **Fort Lauderdale-Hollywood International Airport** will operate two times weekly with flights on **Tuesday** and **Friday**. Flights depart **Gerald R. Ford International Airport** at **6:45 p.m.** arriving in Fort Lauderdale at **9:50 p.m.** Flights depart Fort Lauderdale at **3:10 p.m.** arriving in Grand Rapids at **6:05 p.m.** (all flight times are local.) Allegiant began nonstop flights to Orlando Feb. 3, 2009, service to the Tampa Bay area Feb. 4, 2009 and flights to Las Vegas May 1, 2009.

The airline commented market research and input from local community leaders indicate West Michigan will welcome the new nonstop flights and low fares to Fort Lauderdale as an alternative to connecting flights and long drives to other airports. Allegiant will utilize 150-seat, MD-80 series, jet-aircraft on the route.

“The Allegiant service at Gerald R. Ford International has proven to be highly popular among vacation travelers from all over West Michigan,” James Koslosky, A.A.E., executive director of the Gerald R. Ford International Airport, said. “And now, with this addition of nonstop service to Fort Lauderdale, Allegiant continues to add service to places people want to go, and at very attractive fares. We are delighted that Allegiant continues to expand their presence at Gerald R. Ford International.”

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Fort Lauderdale offers the ultimate escape to sunny South Florida, with miles of blue waterways, soft golden sand and gentle ocean breezes. Located in the center of South Florida's Gold Coast, 40 miles from Palm Beach and 25 miles from Miami, Fort Lauderdale stretches from Deerfield Beach and Pompano Beach in the north of Hollywood and Hallandale Beach in the south. The area offers 300 miles of navigable inland waterways and 44,000 resident yachts, making it recognized as the "Yachting Capital of the World" and the "Venice of America." From the Blue Wave beaches, to the yacht-filled waterways, to the exotic Everglades, every visit is a fresh taste of Paradise.

The company offers low-cost packages with more than 20 area resorts, including hotels in the Fort Lauderdale, Miami/South Beach, Palm Beach and The Keys areas. Air and hotel packages are available for as low as **\$297.98**** (price is per person, based on a three-night hotel stay at the Comfort Suites Airport & Cruise Port, double occupancy and reflects a Tuesday arrival and Friday departure. Travel must be completed by Dec. 17, 2009.). The company also provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

Allegiant's **\$79.99*** one-way introductory fare is limited, not available on all flights and must be purchased by **Oct. 7, 2009** for travel by **Feb. 10, 2010**. After the introductory fare period, regular one-way fares on the route start as low as **\$99.99** one-way. Reservations can be made on the airline's website at www.allegiantair.com, through the airline's Reservations Center at **702-505-8888** or through professional travel agents.

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. 7, 2009 for travel completed by Feb. 10, 2010. Offer not available Nov. 25-30, 2009, Dec. 22-31, 2009 and Jan. 1-4, 2010. Prices do not include PFC, segment tax or Sept. 11 security fee of up to \$10.60 per segment. A segment is one take-off and one landing. A convenience fee of \$14 per passenger will apply when booked on www.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-\$20 per bag and second checked bag fee of \$25 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. A segment is one take-off and one landing. Fare rules, routes and schedules are subject to change without notice. Restrictions apply.

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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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