



NEWS RELEASE
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WEST MICHIGAN HITS THE JACKPOT!

**ALLEGIANT AIR ANNOUNCES NEW, NONSTOP AIR SERVICE
BETWEEN GRAND RAPIDS AND LAS VEGAS:**

AIRLINE CELEBRATES WITH INTRODUCTORY **\$99* FARES**

(GRAND RAPIDS, Mich.) — West Michigan residents will soon have a chance to try their luck in fabulous **Las Vegas** as low-cost airline, **Allegiant Air**, today announces new, nonstop jet service to Las Vegas from Grand Rapids, Mich. beginning **May 1**. Allegiant is celebrating by offering fares as low as **\$99*** one-way to the “Capital City of Entertainment.”

“We're pleased to again bring the Allegiant brand of low-fare, nonstop jet service to the Grand Rapids community,” 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, all jet service between Grand Rapids and Las Vegas.”

The new flights will operate two times weekly between Gerald R. Ford International Airport and McCarran International Airport (Las Vegas), with service **Monday** and **Friday**. Beginning May 1, flights will depart Grand Rapids at **9:10 p.m.** arriving in Las Vegas at **10:10 p.m.** Flights leaving Las Vegas will depart at **1:45 p.m.** arriving in Grand Rapids at **8:30 p.m.** (all flight times are local). Allegiant will inaugurate nonstop service to Orlando Feb. 3 and service to the Tampa Bay area Feb. 4.

“West Michigan residents have demonstrated their strong support for Allegiant’s new nonstop service to Orlando and Tampa/St. Petersburg, Fla.,” James Koslosky, executive director of Gerald R. Ford International Airport, commented. “As a result, Allegiant has decided to add nonstop service to Las Vegas, beginning May 1. Once again, it will be important that our West Michigan customers embrace and support this new service.”

The carrier will utilize a full-size, 150-seat MD-80 jet aircraft on the route. The airline said its market research and input from local community leaders indicate West Michigan residents will welcome the new nonstop flights and low fares to Las Vegas as an alternative to connecting flights or long drives to other airports.

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Through its **Allegiant Vacations** program, the company also offers complete air and hotel vacation packages to the city that never sleeps for as low as **\$270*** per person for four-nights, roundtrip (based on double-occupancy, stay at the Vegas Club Hotel & Casino with a Monday arrival and Friday departure).

Allegiant Vacations offers low-cost packages with more than 50 of Las Vegas' most exciting hotel properties, including: *Wynn Las Vegas, Bellagio, Venetian-Resort-Hotel-Casino, Paris Las Vegas, MGM Grand Hotel & Casino, Mandalay Bay Resort and Casino, Caesars Palace, Red Rock Casino-Resort-Spa, Golden Nugget Las Vegas, South Point Hotel, Casino & Spa, Four Queens Hotel & Casino, Plaza Hotel and Casino* and many more.

Allegiant's **\$99*** one-way introductory fare is limited, must be purchased by **Feb. 18, 2009** and is valid for travel through **July 31, 2009**. Introductory fares are not available on all flights. After the introductory fare period, regular one-way fares on the route start as low as **\$119** one-way.

Reservations can be made on the airline's website at www.allegiantair.com, through the airline's Reservations and Information Center at **702-505-8888** or through professional travel agents.

About the \$99* one-way fare:

Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Feb. 18, 2009 for travel completed by July 31, 2009. Offer not available May 22-25, 2009 and July 2-6, 2009. 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 \$13.50 per passenger will apply when booked on allegiantair.com. A convenience fee of \$13.50 per passenger, plus \$10.00 per segment, will apply when purchased through Allegiant Air call center. Purchases made at any Allegiant Air Airport Ticket Office will not incur a convenience or call-center fee. When purchased at time of booking, a fee of \$15 for first checked bag and \$25 for second checked bag will apply per person, per segment. If purchased at flight check-in, a fee of \$25 for the first checked bag and \$35 for the second checked bag per person, per segment will apply. In all cases 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., and Tampa Bay/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.

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