



NEWS RELEASE
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ALLEGIAN'T ANNOUNCES NONSTOP, LOW-COST TRAVEL SERVICE BETWEEN GRAND RAPIDS AND THE FORT MYERS/SOUTHWEST FLORIDA COAST WITH INTRODUCTORY \$79.99* FARES

GRAND RAPIDS, Mich. — Allegiant (NASDAQ: ALGT) today announced new, nonstop jet service between **Grand Rapids, Mich.**, and the Fort Myers, Fla. area will begin **Nov. 18**. The company, known for its exceptional travel deals, will celebrate the new, low-cost service to the Charlotte County Airport, conveniently located on the Southwest Florida Coast, with sunny introductory fares as low as **\$79.99*** each way.

"We're pleased to announce yet another affordable and convenient way for our customers to get away," Andrew C. Levy, Allegiant Travel Company President, said. "We are confident the West Michigan region will appreciate the value of flying nonstop on Allegiant to the Fort Myers area and the great deals we offer on hotels and car rentals."

"The Southwest Florida Coast is a popular destination for travelers from the West Michigan region, and we anticipate this new service to the Fort Myers area will be enthusiastically received by our airport customers," James Koslosky, A.A.E., Executive Director of the Gerald R. Ford International Airport, said. "Allegiant has, once again, demonstrated their confidence in, and commitment to, the West Michigan air travel market."

The new flights will operate twice weekly between **Gerald R. Ford International Airport (GRR)** and **Charlotte County Airport (PGD)**, with service **Thursday** and **Sunday**. Flights will depart Grand Rapids at **7 a.m.** arriving in Charlotte County Airport at **9:45 a.m.** Flights leaving Charlotte County Airport will depart at **10:25 a.m.** arriving in Grand Rapids at **1:20 p.m.** (all flight times are local). The carrier will utilize a full-size, 150-seat MD-80 jet aircraft on the route. The company also offers low-cost, nonstop flights from Grand Rapids to six other vacation destinations: Fort Lauderdale, Orlando and Tampa Bay, Fla., Las Vegas, Phoenix-Mesa and Myrtle Beach, S.C.

Catering perfectly to a personal, romantic or family getaway, the Southwest Florida Coast destination features exquisite beach-front dining, exotic wildlife and a wide variety of recreation in the warm, pristine waters of the Gulf of Mexico. Charlotte County Airport is centrally located midway between the white-sand beaches of Fort Myers shore and Sarasota's tropical island communities. Fort Myers is

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world famous for its shelling, fishing and natural preservation and Sarasota for its islands and street-market styled downtown, saturated with arts and culture. Known for its variety of beautiful settings, Charlotte Harbor has been recognized by *Sail Magazine* as one of the “10 Greatest Places to sail in the United States,” *Golf Digest* as the “Third Best Place to Live and Play Golf in America” and *Money Magazine* as the “Best Places to Live in the South.”

Allegiant is more than an airline, it is a full-service travel company that offers great value to its customers through its hotel and car rental packages. The company partners with some of Fort Myers/Southwest Florida’s most exciting hotel properties, including: *Hyatt Regency Coconut Point Resort & Spa*, *Hotel Indigo Sarasota*, *Pink Shell Beach Resort* and *The Naples Beach Hotel & Golf Club*. Allegiant provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

Allegiant’s **\$79.99*** one-way introductory fare is limited, must be purchased by **Oct. 12, 2010**, and is valid for travel through **March 8, 2011**. Introductory fares are not available on all flights. After the introductory fare period, regular one-way fares on the route start as low as **\$79.99**. Reservations can be made on the company’s website at www.allegiant.com or by calling the company’s travel experts at **702-505-8888**.

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. 12, 2010 for travel through March 8, 2011. Offer not available: Nov. 20-30, 2010, Dec. 18-31, 2010 and Jan. 1-3, 2011. 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 \$14.99 per passenger will apply when booked on allegiant.com. A convenience fee of \$14.99 per passenger, plus \$14.99 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. For ticket counter hours of operation, please visit www.allegiant.com. When purchased at the time of booking, a checked bag fee of \$14.99-\$29.99 per bag 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 Fort Lauderdale, Fla., Las Vegas, Los Angeles, Phoenix-Mesa, Orlando, Fla., and Tampa/St. Petersburg, Fla. Through its subsidiary, Allegiant Air, the company

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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. In 2010, Allegiant was ranked number one for low-cost carriers in Aviation Week's Top Performing Airline study and ranked 25 on FORTUNE magazine's Fastest-Growing Companies list.

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Allegiant Media Contact:

Sabrina LoPiccolo

phone: 702-853-4625

email: sabrina.lopiccolo@allegiantair.com

