



NEWS RELEASE
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GRAND RAPIDS SCORES A HOLE-IN-ONE!

**ALLEGiant AIR ANNOUNCES NEW, NONSTOP AIR SERVICE
BETWEEN GRAND RAPIDS AND PHOENIX-MESA:**

AIRLINE CELEBRATES WITH INTRODUCTORY **\$89* FARES**

GRAND RAPIDS, Mich. – **West Michigan** lands another hole-in-one with **Allegiant Air** as the low-cost airline announces it will offer nonstop service to **Phoenix-Mesa** from Grand Rapids, Mich. beginning **Oct. 14**. The carrier will celebrate the convenient new service to Arizona with introductory fares as low as **\$89*** each way.

"We are extremely pleased to again expand the Allegiant brand of low-fare, nonstop jet service to the West Michigan community," Maurice J. Gallagher, Jr., president, CEO of Allegiant Air said. "This is an exciting new addition for our airline and our customers as we launch the only nonstop service between Grand Rapids and Arizona."

The self-proclaimed "Official Airline for Sunshine" will launch the new scheduled service from **Gerald R. Ford International Airport** to **Phoenix-Mesa Gateway Airport** with two flights weekly on **Wednesday** and **Saturday**. Service will begin Oct. 14 with flights departing Grand Rapids at **8:35 p.m.** arriving in Phoenix-Mesa at **9:25 p.m.** Flights leaving Phoenix-Mesa will depart at **1:30 p.m.** arriving in Grand Rapids at **7:55 p.m.** (all flight times are local.) Allegiant inaugurated low-cost, nonstop service to Orlando-Sanford Feb. 3, flights to the Tampa Bay area Feb. 4 and flights to Las Vegas May 1.

The airline commented market research and input from local community leaders indicate the West Michigan community will welcome the new nonstop flights and low fares to Phoenix-Mesa 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.

"We are pleased to be a part of this new service offering by Allegiant Air," executive director of Gerald R. Ford International, Jim Koslosky, said. "The addition of Phoenix shows the dedication of Allegiant Air to the West Michigan community and the support from the community of Allegiant Air's presence at Ford International. We thank you both for supporting Gerald R. Ford International Airport."

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With breathtaking scenery, endless sun, unmatched resorts and miles of world-class golf courses, Phoenix-Mesa is a gateway to all that Arizona has to offer, including the Grand Canyon, Scottsdale, Tempe and Sedona. Not only is the area considered “The Golf Capital of the World,” but the “Resort Capital of the World” with numerous four and five-diamond resorts. These premier resort communities feature shopping, dining, spa, activities and luxury accommodations for the perfect getaway to Arizona’s unique Southwestern hospitality.

Allegiant partners with more than 40 resorts in Arizona, including hotels in the Phoenix, Scottsdale, Tempe, Mesa and Sedona and air/hotel packages are available for as low as **\$289***. (Price is per person, based on three-night hotel stay at the Best Western Inn of Tempe, double occupancy and reflects a Wednesday arrival and Saturday departure.) The company also provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

Allegiant’s **\$89*** one-way introductory fare is limited, must be purchased by **Aug. 19, 2009** and is valid for travel through **Jan. 31, 2010**. Introductory fares are not available on all flights. After the introductory fare period, regular one-way fares on the route start as low as **\$99** 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 \$89* one-way fare:

*Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Aug. 19, 2009 for travel completed by Jan. 31, 2010. Offer not available Nov. 25-30, 2009, Dec. 22-31, 2009 and Jan. 1-4, 2010. Seven day advance purchase required. 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.

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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