



NEWS RELEASE
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GRAND FORKS TEES OFF NEW SERVICE TO PHOENIX **ALLEGIANT AIR CELEBRATES WITH \$89.99* ONE-WAY FARES**

GRAND FORKS, N.D. – Grand Forks, N.D. scores a hole-in-one with the first **Allegiant Air** flight to **Phoenix-Mesa, Ariz.** To celebrate the launch of Grand Forks' only nonstop service to Arizona the low-cost airline is offering fares to Phoenix for as low as **\$89.99*** one-way.

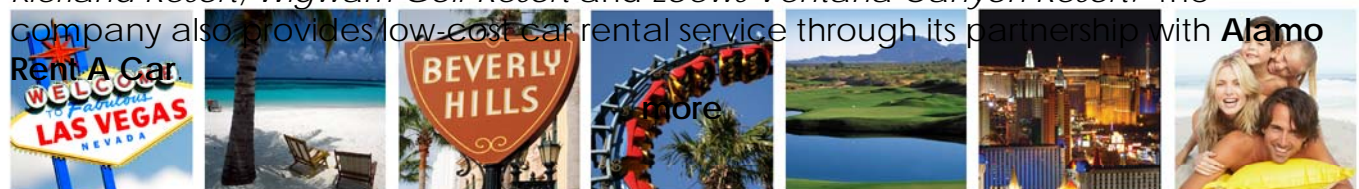
"We are extremely pleased to offer the Grand Forks community yet another sunny vacation destination," Maurice J. Gallagher Jr., Allegiant Travel Company CEO, said. "This is an exciting new addition for our airline and our customers as we launch the only nonstop, all-jet service between Grand Forks and Phoenix."

The new flights operate twice weekly, with service **Monday** and **Friday**. Flights depart **Grand Forks International Airport** at **7:45 p.m.** arriving at **Phoenix-Mesa Gateway Airport** at **10 p.m.** Flights leaving Phoenix depart at **3:20 p.m.** arriving in Grand Forks at **7:05 p.m.** (all flight times are local.) Allegiant Air began nonstop service to Las Vegas Sept. 29, 2008.

"Today is a very special day for the community of Grand Forks and our entire region with the first ever direct flight from Grand Forks to the Phoenix-Mesa area," Rich Becker, chairman of the airport authority board, said. "With the inauguration of this service, Allegiant Air will win the hearts of many of our residence who maintain winter homes or who visit friends and relatives living in the great Southwest."

Strong demand from current customers and input from local community leaders indicate the Grand Forks community will welcome the new nonstop flights and low fares to the Phoenix-Mesa area. The new service offers the community another low-cost alternative to connecting flights and long drives to other airports.

The company offers low-cost air and hotel packages with 40 area resorts with hotels in Phoenix, Scottsdale, Tempe, Tucson, Mesa and Sedona. Partner properties include the *Phoenician, Hyatt Regency Scottsdale, JW Marriott Desert Ridge Resort, Westin Kierland Resort, Wigwam Golf Resort* and *Loews Ventana Canyon Resort*. The



Allegiant's **\$89.99*** one-way fare is limited, not available on all flights and must be purchased by **Nov. 25, 2009** for complete travel by **March 1, 2010**. Reservations may be made through the company's Web site at www.allegiantair.com, the airline's Reservations Center at **702-505-8888** or professional travel agents.

About the \$89.99 one-way fare:

*Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Nov. 25, 2009 for travel completed by March 1, 2010. Seven day advance purchase is required. Offer not available Nov. 25-30, 2009, Dec. 22-31, 2009, Jan. 1-4, 2010 and Feb. 12-15, 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.

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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