



NEWS RELEASE
FOR IMMEDIATE RELEASE: JAN 18, 2012

**ALLEGIANT CELEBRATES INAUGURAL FLIGHT BETWEEN MESA AND THE SAN FRANCISCO BAY
WITH INTRODUCTORY FARES AS LOW AS \$9.99***

Phoenix-Mesa, Ariz. —Allegiant ([NASDAQ: ALGT](http://NASDAQ:ALGT)) today inaugurates low-cost, nonstop flights between Phoenix-Mesa and San Francisco Bay via Oakland International Airport. The company, known for its exceptional travel deals, will offer [fares as low as \\$9.99* one-way](#) between the two cities and will award a free trip on the inaugural flight to two adventurous travelers.

"The Allegiant brand of low-cost travel services has been very successful in the East Valley. We are excited to add another great destination for East Valley residents while introducing Phoenix as a destination to the residents of Oakland and the San Francisco Bay" Andrew C. Levy, Allegiant Travel Company President said. "We are confident the community will continue to appreciate our affordable and convenient air service, as well as the value of booking hotel rooms and car rentals through us."

"Allegiant's inaugural flight to the San Francisco area is a game changer," said Gateway Airport Authority Board Chairman and Town of Gilbert Mayor John Lewis. "Allegiant's famous low fares will go far beyond servicing the needs of Bay area travelers; they will attract vacationers who may not have otherwise considered traveling between the San Francisco area and Phoenix-Mesa before."

"Allegiant's commitment to Arizona tourism is strong and Valley travelers are benefitting from that commitment," said Lynn Kusy, Airport Executive Director. "The Bay Area is a popular destination for Valley residents, and Allegiant's travel packages and low fares will no doubt be well supported by our community."

The inaugural flight between Phoenix-Mesa and the San Francisco Bay area comes shortly after the beginning of Allegiant's service from Phoenix-Mesa to Las Vegas. Allegiant offers the only nonstop service from the East Valley to the San Francisco Bay area.

As part of the day's celebration, Allegiant will give one spontaneous traveler a vacation for two, departing on the inaugural flight to San Francisco Bay. Adventurous travelers will register at the airport between 10:00 a.m. and 11:00 a.m. The winner will receive two roundtrip tickets for the inaugural flight leaving that day at 12:30 p.m., with the return flight to Mesa on Sat, Jan 21, plus hotel accommodations at the Waterfront Executive Inn and Suites and San Francisco City Insider's Tour from Extranomical Tours.

Allegiant will also welcome a special guest – Bert Campaneris, retired Oakland A's shortstop. Campaneris will be available to greet passengers and sign autographs from 10:30 am – 12:30 pm. Campaneris, one of the mainstays of the Oakland Athletics' championship teams of 1971 to 1975, holds the A's franchise records for career games played(1795), hits (1882) and at bats (7180). He was also the first to play all nine positions in a single game. While pitching in the game, he pitched ambidextrously, throwing lefty to left-handers, and switched against right-handers. Three players have since gone on to play all nine positions in a single game.

The new flights will operate six times weekly between Phoenix-Mesa Gateway Airport (IWA) and Oakland International Airport (OAK). For flight days and times please visit allegiant.com.

The San Francisco area is a one-of-a-kind travel destination. Visitors of all ages can enjoy landmarks such as the Golden Gate Bridge, Fisherman's Wharf, Alcatraz, and the famous cable car system, while those looking for a romantic getaway can spend some time in such locations as the beautiful Napa Valley Wine Country. Allegiant partners with the area's most exciting hotel properties, provides low-cost car rental service through its partnership with Alamo Rent a Car, and offers great deals on activities such as San Francisco city tours and Napa wine tasting tours. Phoenix-Mesa travelers can book their entire San Francisco vacation for less by visiting allegiant.com.



Allegiant's \$9.99* one-way fares are limited, not available on all flights and must be purchased by January 23, 2012 for travel by February 29, 2010.

Reservations may be made through the company's website at allegiant.com or by calling Allegiant's travel experts at 702-505-8888.

Allegiant, travel is our deal.

Las Vegas-based Allegiant Travel Company (NASDAQ: ALGT) is focused on linking travelers in small cities to world-class leisure destinations. Through its subsidiary, Allegiant Air, the company operates a low-cost, high-efficiency, all-jet passenger airline, and offers other travel-related products such as hotel rooms, rental cars, and attraction tickets through its website, allegiant.com. The company ranked ninth this year in Forbes' Best Small Companies. Allegiant was also recently named one of FORTUNE magazine's "100 Fastest-Growing Companies" for the second consecutive year--in 2011 and 2010, In 2010, Allegiant was ranked number one for low-cost carriers in Aviation Week's Top Performing Airline study.

About the \$9.99* one-way fares:

Seats are limited. Fares are one-way and not available on all flights. Must be purchased by January 23, 2012 for travel by February 29, 2012. Prices do not include PFC, segment tax or Sept. 11th security fee of up to \$10.80 per segment. A segment is one take-off and one landing. Prices does not include convenience fee of \$10.00 per segment, per passenger. A fee of \$14.99 per segment, will apply when purchased through Allegiant call centers. Purchases made at any Allegiant Airport Ticket Office will not incur a convenience or call center fee. For ticket counter hours of operation, please visit allegiant.com. When purchased at the time of booking, a checked bag fee of up to \$19.99 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.

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