



NEWS RELEASE

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REDMOND-BEND SCORES A HOLE-IN-ONE!

ALLEGIANT AIR ANNOUNCES NEW, NONSTOP AIR SERVICE
BETWEEN REDMOND AND PHOENIX-MESA:

AIRLINE CELEBRATES WITH INTRODUCTORY **\$69*** FARES

(REDMOND, Ore.)--- Redmond, Ore. lands another hole-in-one with Allegiant Air as the low-cost airline announces it will offer nonstop service to **Phoenix-Mesa, Ariz.** from Redmond-Bend beginning **Oct. 24**. The carrier will celebrate the convenient new service to Arizona with introductory fares as low as **\$69*** each way.

"We are extremely pleased to again expand the Allegiant brand of low-fare, nonstop jet service to the Redmond-Bend communities," 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 scheduled service between Redmond and Arizona."

The self-proclaimed "Official Airline for Sunshine" will launch the new scheduled service from **Redmond Municipal Airport** to **Phoenix-Mesa Gateway Airport** with two flights weekly on **Monday** and **Friday**. Service will begin Oct. 24 with flights departing Redmond at **12:20 p.m.** arriving in Phoenix-Mesa at **2:45 p.m.** Flights leaving Phoenix-Mesa will depart at **9:10 a.m.** arriving in Redmond at **11:35 a.m.** (all flight times are local.) Allegiant inaugurated low-cost, nonstop service to Las Vegas March 29, 2007.

"I am very excited that Allegiant Air will provide Central Oregon nonstop service to Phoenix from Redmond Airport," said Carrie Novick, Redmond Airport

Manager. "This is one of our most requested destinations and I expect it will do very well in our market. Allegiant Air provides quality nonstop service at reasonable prices to Las Vegas now, and Phoenix will be a welcome addition to that service. At a time when other airlines are pulling back service, Allegiant



continues to expand into markets like Redmond-that is a positive sign for our future."

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The airline commented market research and input from local community leaders indicate the Redmond-Bend communities 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.

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 29 resorts in Arizona, including hotels in the Phoenix, Scottsdale, Tempe, Mesa and Sedona and air/hotel packages are available for as low as **\$285***. (Price is per person, based on three-night hotel stay at the Days Inn Scottsdale Fashion Square Resort, double occupancy and reflects a Friday arrival and Monday departure.) The company also provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

Allegiant's **\$69*** one-way introductory fare is limited, must be purchased by **Aug. 27, 2008** and is valid for travel through **Jan. 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 **\$89** 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 \$69* one-way fare:

*Seats are limited and may not be available on all flights. All fares one-way and are non-refundable. Fares do not include PFC, segment tax or September 11 security fee of up to \$10.50 per segment. Travel purchased through Allegiant Air call centers will cost an additional \$10 per segment. A checked baggage fee of \$15 per bag, per person, per segment will apply for the first two bags, when purchased at the time of booking. If purchased at flight check-in, a checked baggage fee of \$25 per bag, per segment, per person will apply to the first two checked bags. Additional higher fees will apply for three or more checked bags. A segment is defined as one

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take-off and one landing. Fare rules, routes and schedules are subject to change without notice. Restrictions apply. Offer not available: Nov. 26 through Dec. 1, 2008 and Dec. 20, 2008 through Jan. 5, 2009.

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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