



PhxMesa **Gateway** Airport

NEWS RELEASE
FOR IMMEDIATE RELEASE: July 15, 2010

**ALLEGIANT ANNOUNCES NONSTOP, LOW-COST AIR SERVICE
FROM PHOENIX-MESA TO COLORADO SPRINGS**
FARES AS LOW AS \$29.99 ONE-WAY FROM AND TO ARIZONA*

MESA, Ariz. — Allegiant Travel Company (NASDAQ: ALGT) and its subsidiary low-cost airline, Allegiant Air, LLC, today announced nonstop jet service from **Phoenix-Mesa Gateway Airport** to **Colorado Springs, Colo.**, will begin **September 15**. The company, known for its great travel deals, will offer fares as low as **\$29.99*** one-way to and from Arizona.

"We're pleased to bring more affordable and convenient ways for our customers to get away," Andrew C. Levy, Allegiant President, said. "In 2002, we began serving Colorado Springs residents by offering nonstop flights to Las Vegas. We now look forward to offering the community the only nonstop, low-cost service to Phoenix-Mesa."

"We're grateful for Allegiant Air's commitment to Arizona," said John Barry, Gateway Airport Manager of Business Development. "Colorado Springs service is the 22nd nonstop city to be served by Allegiant Air out of Gateway. As Allegiant continues to grow, Airport staff remains committed to offering a 'just plane easy' travel experience by expanding the Charles L. Williams Passenger Terminal. When visiting the Airport, please remember to pack your patience as we remodel and grow."

The new service to **Phoenix-Mesa Gateway Airport** will operate on **Wednesday** and **Saturday**. Flights will depart Colorado Springs at **3:10 p.m.** arriving at Gateway at **3:55 p.m.** Flights leaving Gateway will depart at **6 a.m.** arriving in Colorado Springs at **8:45 a.m.** (all flight times are local).

The airline commented market research and input from local community leaders indicate the Colorado Springs community will welcome the new nonstop flights and low fares to Gateway. Allegiant will utilize 150-seat, MD-80 series, jet aircraft on the routes.

Allegiant's **\$29.99*** one-way introductory fare is limited, must be purchased by **Aug. 4, 2010** and is valid for travel through **Jan. 31, 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 **\$49.99** one-way.

Reservations can be made on the airline's website at www.allegiant.com or by calling the company's travel experts at **702-505-8888**.

About the \$29.99* one-way fares:

Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Aug 4, 2010 for travel completed by Jan. 31, 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 Allegiant Air

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.

About Gateway Airport

The Airport was established in 1994 and is owned and operated by the Phoenix-Mesa Gateway Airport Authority, which consists of the Gila River Indian Community, Gilbert, Mesa, Phoenix, and Queen Creek. Gateway Airport offers nonstop passenger service via Allegiant Air with flights to over 20 cities nationwide. For more information, visit www.phxmesagateway.org.

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