



NEWS RELEASE
FOR IMMEDIATE RELEASE: Nov. 13, 2009

GRAND RAPIDS ESCAPES TO SUNNY SOUTH FLORIDA ALLEGIANT AIR INAUGURATES NONSTOP SERVICE TO FORT LAUDERDALE WITH \$69.99* ONE-WAY FARES

GRAND RAPIDS, Mich. – West Michigan residents get ready to escape to the sunny beaches of South Florida! Low-cost airline **Allegiant Air, LLC** today inaugurates nonstop service from **Gerald R. Ford International Airport** to **Fort Lauderdale, Fla.** To celebrate the launch of Grand Rapids' only nonstop service to South Florida, the low-fare carrier is offering flights as low as **\$69.99*** each-way.

"We are extremely pleased to offer West Michigan yet another Florida 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 Rapids and South Florida."

The new flights operate two times weekly, with service **Tuesday** and **Friday**. Flights depart Grand Rapids at **6:45 p.m.** arriving at Fort Lauderdale-Hollywood International Airport at **9:50 p.m.** Flights leaving Fort Lauderdale depart at **3:10 p.m.** arriving in Grand Rapids at **6:05 p.m.** (all flight times are local.) Allegiant Air also offers low-cost, nonstop flights from Grand Rapids to Las Vegas, the Phoenix area, Orlando, Fla. and the Tampa Bay, Fla. area.

"Once again, we are thrilled to partner with Allegiant Air in launching nonstop service from West Michigan to another new destination," Jim Koslosky, Gerald R. Ford International Airport executive director, said. "We are grateful to Allegiant Air and the West Michigan community for your continued support of Gerald R. Ford International."

Fort Lauderdale offers the ultimate escape to sunny South Florida, with miles of blue waterways, soft golden sand and gentle ocean breezes. Located in the center of South Florida's Gold Coast, 40 miles from Palm Beach and 25 miles from Miami, Fort Lauderdale stretches from Deerfield Beach and Pompano Beach in the north to Hollywood and Hallandale Beach in the south. The area offers 300 miles of navigable inland waterways and 44,000 resident yachts, making it recognized as the "Yachting Capital of the World" and the "Venice of America." From the Blue Wave beaches, to the yacht-filled waterways, to the exotic Everglades, every visit is a fresh taste of paradise.

more



8360 S. Durango Drive Las Vegas, Nevada 89113 phone 702.851.7300 fax 702.851.7301 www.allegianttravel.com

Strong demand from customers and input from community leaders indicate West Michigan will welcome the new nonstop flights and low fares to the South Florida area. The new service offers the community another low-cost alternative to connecting flights and long drives to other airports.

The company allows customers to double their sunshine fun with complete vacation packages with more than 20 area resorts, including hotels in the Fort Lauderdale, Miami/South Beach, Palm Beach and The Keys. Partner properties include *Hyatt Regency Bonaventure, Sheraton Yankee Clipper/Trader, Westin Fort Lauderdale, Holiday Inn Express and Candlewood Suites*. Low-cost packages are available to include not only air and hotel, but car rentals for additional savings through **Alamo Rent A Car**.

The **\$69.99*** sale fares are available for a limited time and must be purchased by **Nov. 25, 2009** for travel completed 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 \$69.99* 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. Offer not available Nov. 25-30, 2009, Dec. 22-31, 2009, Jan. 1-4, 2009 and Feb. 12-15, 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 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, Orlando, Fla. Tampa/St. Petersburg, Fla., Phoenix-Mesa, Los Angeles and Fort Lauderdale, 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.

Media Contact:

Sabrina LoPiccolo, Allegiant Air

Phone: 702-853-4625

Email: sabrina.lopiccolo@allegiantair.com

###

