



NEWS RELEASE
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GRAND RAPIDS TEES OFF SERVICE TO PHOENIX **AIRLINE OFFERS INTRODUCTORY ONE-WAY FARES TO ARIZONA** **FOR AS LOW AS \$99.99***

GRAND RAPIDS, Mich. --- West Michigan scores a hole-in-one as local residents take off on the first **Allegiant Air** flight from **Grand Rapids, Mich.** to **Phoenix-Mesa**. To celebrate the launch of Grand Rapids' only nonstop service to Arizona the low-cost airline is offering fares as low as **\$99.99*** one-way to Phoenix-Mesa.

"We are extremely pleased to again expand the Allegiant brand of low-fare, nonstop, jet service to West Michigan," Maurice J. Gallagher Jr., Allegiant Travel Company president and CEO, said. "This is an exciting new addition for our airline and our customers as we launch the only low-cost service between Grand Rapids and Arizona."

The new flights operate twice weekly, with service **Wednesday** and **Saturday**. Flights depart **Gerald R. Ford International Airport** at **8:35 p.m.** and arrive at **Phoenix-Mesa Gateway Airport** at **9:25 p.m.** Flights depart Phoenix at **1:30 p.m.** and arrive in Grand Rapids at **7:55 p.m.** (all flight times are local.) Allegiant Air also offers low-cost, nonstop flights from Grand Rapids to Las Vegas, Orlando, Fla. and the Tampa Bay, Fla. area. Service to Fort Lauderdale, Fla. will begin Nov. 13.

"We are pleased Allegiant Air continues to expand its presence here at Gerald R. Ford International," Jim Koslosky, Gerald R. Ford International Airport executive director, said. "Service to Phoenix starts today, and in just one month they will begin flights to Fort Lauderdale. In nine months, Allegiant brought a total of five new nonstop destinations to West Michigan travelers. This level of service expansion speaks well of the community's support of Allegiant Air's low-cost service. We thank Allegiant Air and the West Michigan community for your continued support of Gerald R. Ford International."

Strong demand from customers and input from community leaders indicates West Michigan welcomes 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.

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The company offers low-cost air and hotel packages with 40 area resorts including 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 company also provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

Allegiant's **\$99.99*** one-way fare is limited, not available on all flights and must be purchased by **Oct. 28, 2009** for complete travel by **Feb. 10, 2010**. Reservations may be made through the company's website at www.allegiantair.com, the airline's Reservations Center at **702-505-8888** or professional travel agents.

About the \$99.99* one-way fare:

*Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Oct. 28, 2009 for travel completed by Feb. 10, 2010. Seven day advance purchase is required. Offer not available Nov. 25-30, 2009, Dec. 22-31, 2009 and Jan. 1-4, 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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