

FOR IMMEDIATE RELEASE

March 15, 2007

FLORIDA SUNSHINE NOW AVAILABLE NONSTOP!

ALLEGiant AIR ANNOUNCES NEW NONSTOP AIR SERVICE TO ORLANDO AND TAMPA BAY: GREENSBORO TO FLORIDA FOR JUST \$49*

(Greensboro, N.C.)— Low-cost airline **Allegiant Air, LLC** today announces new, nonstop jet service to the fun and sun of **Florida** from **Greensboro, N.C.** beginning **May 24, 2007**. The low-fare carrier will celebrate the convenient new service to both **Orlando** and the **Tampa Bay** area, with introductory fares as low as **\$49*** each way, when booked at www.allegiantair.com.

The self-proclaimed "Official Airline for Sunshine" will launch the new scheduled service from the **Piedmont Triad Airport** to **Orlando Sanford International Airport** and **St. Petersburg/Clearwater International Airport** in Tampa Bay.

"We are extremely pleased to extend the Allegiant brand of low-fare, nonstop jet service to the Greensboro community," Maurice J. Gallagher, Allegiant Air president & CEO, said. "This is an exciting new addition for our airline and our customers as we launch the only low-cost, full-sized jet air service between Greensboro and Florida."

"Orlando and Tampa/St. Pete are PTI's two most popular Florida destinations," says Henry Isaacson, airport authority chairman. "Having low fare, non-stop service to these markets will allow travelers to conveniently fly from PTI instead of driving to other airports."

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As the only low-cost, full-sized jet air service between Greensboro and the Sunshine State, Allegiant will utilize MD-80 series, jet-aircraft with 150 seats on the Orlando route and 130 seats on the Tampa Bay route. The airline said its market research and input from local community leaders indicate that the Greensboro community will welcome the new nonstop flights and low fares to both Orlando and Tampa Bay as an alternative to connecting flights and long drives to other airports.

"We are happy to have Tampa/St. Petersburg and Orlando Sanford as two new non-stop destinations." says Ted Johnson, PTI executive director. "We believe the low fares offered by Allegiant will increase passenger traffic at PTI."

The new flights will operate three days weekly, with service **Tuesday, Thursday** and **Sunday**. For its Orlando service, flights will depart the **Piedmont Triad Airport (PTI)** at **4:00 p.m.** arriving in Orlando Sanford International Airport at **5:35 p.m.** Flights leaving Orlando will depart at **6:10 p.m.** arriving in PTI at **7:45 p.m.** For its Tampa Bay service, flights will depart the **PTI** at **8:20 p.m.** arriving into **St. Petersburg-Clearwater International Airport** at **10:00 p.m.** Flights leaving St. Petersburg-Clearwater International Airport will depart at **1:45 p.m.** arriving in **PTI** at **3:25 p.m.** (all flight times are local.)

Located midway between Orlando's world-class attractions and the world's most famous beach - Daytona Beach, Orlando Sanford International Airport offers visitors the "best of both worlds." Both destinations are only minutes away, ideally situated for those hoping to take a break from the cold at the beach or to experience the fun of Disney World, Universal Studios, SeaWorld and the rest of the excitement Florida has to offer.

With an average 361 days of sunshine each year, the Tampa Bay/St. Petersburg/Clearwater area is considered the most popular vacation destination on Florida's West Coast. The area was named among the top beaches in the United States and is one of a few destinations to have received the "Blue Wave Award" from the Clean Beaches Council. In addition to pristine beaches, visitors are within minutes of shopping, amazing golf courses and award-winning resort and dining experiences.

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The **Allegiant Vacations** division of the company will allow customers to double their sunshine fun with complete vacation packages at some of both Orlando and Tampa Bay's premier resorts.

In Orlando, partner resort properties include *The Swan, The Dolphin, The Hilton in Lake Buena Vista* and *the Radisson Parkway*. Complete vacation packages to Orlando including roundtrip air and two-night hotel stay for as low as **\$142****. (Price is per person, based on two-night hotel stay at the Rodeway Inn-Maingate, double occupancy and reflects a Tuesday or Sunday departure.)

In the Tampa Bay area, hotel partners include *Alden Beach Resort, Belleview Biltmore, Don CeSar, Hilton Clearwater Beach, Innisbrook Beach Resort, Marriott Suites on Sand Key* and *Sheraton Sand Key*. Low-cost packages are available to include hotel, car and amusement park tickets for additional savings. Complete vacation packages including roundtrip air and two-night hotel stay for as low as **\$238****. (Price is per person, based on two-night hotel stay at the Belleview Biltmore Hotel Golf Beach & Spa Resort, double occupancy and reflects a Tuesday or Sunday departure.)

Allegiant's **\$49*** one-way introductory fare is limited, not available on all flights and must be purchased by **April 7, 2007**, for travel through **Nov. 17, 2007**. After the introductory fare period, regular one-way fares on the route start as low as **\$69** one-way.

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 offer

**All fares are limited, one-way and are non-refundable. Prices do not include PFC, segment tax or Sept. 11 security fee of up to \$10.40 per segment. Travel purchased through an Allegiant Air call center will cost an additional \$5.00 per segment. A convenience fee of \$7.50 per traveling customer will be applied when booked at www.allegiantair.com or through an Allegiant Air call center. A segment is defined as one take-off and one landing. Fares are non-refundable. Seats are limited and subject to availability. Restrictions apply.*

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*** Prices are per person, based on double occupancy, do not include all air taxes/fees/surcharges and includes all hotel taxes. Prices do not include \$2.50 + tax nightly resort fee which are to be paid directly to the property and car rental company.*

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, Nev., Orlando, Fla. and Tampa/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. **ALGT/G**

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