



NEWS RELEASE
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ALLEGIANT CELEBRATES INAUGURAL FLIGHT BETWEEN NIAGARA FALLS AND TAMPA BAY

NIAGARA FALLS, N.Y.—Allegiant ([NASDAQ: ALGT](#)) today inaugurates low-cost, nonstop flights between Niagara Falls, N.Y., and the Tampa Bay, Fla. area via St. Petersburg-Clearwater International Airport (PIE). The company, known for its exceptional travel deals, will offer [fares as low as \\$72.99* one-way](#) between the two cities and will award a free trip on the inaugural flight to four adventurous travelers.

"We are pleased to extend the Allegiant brand of low-cost travel services to the residents of Niagara and southern Ontario," Andrew C. Levy, Allegiant Travel Company President, said. "We are confident the community will appreciate our affordable and convenient air service, as well as the value of booking hotel rooms and car rentals through us."

"We are extremely pleased that Allegiant has begun serving the Niagara, Buffalo and southern Ontario regions from the Niagara Falls International Airport," said Henry M. Sloma, the acting chairman of the Niagara Frontier Transportation Authority. "The Florida market is a very popular destination with our customer base and I'm confident they will find favor with Allegiant's new service."

The inaugural flight between Niagara Falls and the Tampa Bay area comes on the heels of Allegiant's announcement to begin service from Niagara Falls, N.Y. to Orlando / Sanford, Fla. Allegiant, one of few commercial airlines to service Niagara Falls International Airport (IAG) is quickly introducing the market to its many affordable, convenient travel options.

As part of the day's celebration, Allegiant will give one spontaneous traveler a vacation for four, departing on the inaugural flight to Tampa. Adventurous travelers will register at the airport between 4:00 and 5:30 p.m. The winner will receive four roundtrip tickets for the inaugural flight leaving that night at 8:50 p.m., with the return flight to Niagara Falls on Sun., Dec. 18 at 5:20 p.m. plus hotel accommodations at the Barefoot Beach Resort and four tickets to enjoy a Dolphin Racer Speedboat tour.

The new flights will operate twice weekly between Niagara Falls International Airport (IAG) and St. Petersburg-Clearwater International Airport (PIE), carrying as many as 150 passengers on each flight. For flight days and times please visit www.allegiant.com.

With an average 361 days of sunshine each year, the Tampa Bay and St. Petersburg-Clearwater areas are the perfect winter escape for Northern travelers. Allegiant partners with more than 20 of the area's most exciting hotel properties, provides low-cost car rental service through its partnership with Alamo Rent a Car, and offers great deals on activities, such as dinner and ocean exploration cruises. Niagara and southern Ontario travelers can now book their entire Florida vacation – to Tampa or Orlando – for less by visiting www.allegiant.com.

Allegiant's \$72.99* one-way fares are limited, not available on all flights and must be purchased by Dec. 28, 2011, for travel by May 15, 2012.

Reservations may be made through the company's website at www.allegiant.com or by calling Allegiant's travel experts at 702-505-8888.

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Allegiant, travel is our deal.

Las Vegas-based Allegiant Travel Company (NASDAQ: ALGT) is focused on linking travelers in small cities to world-class leisure destinations such as Fort Lauderdale, Fla., Las Vegas, Los Angeles, Phoenix-Mesa, 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 and hotel rooms, rental cars and other travel-related services. The company ranked ninth this year in Forbes' Best Small Companies. Allegiant was also recently named one of FORTUNE magazine's "100 Fastest-Growing Companies" for the second consecutive year. In 2011 and 2010 Allegiant ranked 64th and 25th, respectively, on FORTUNE magazine's Fastest-Growing Companies list. In 2010, Allegiant was ranked number one for low-cost carriers in Aviation Week's Top Performing Airline study.

About the \$72.99* one-way fares:

Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Dec. 28, 2011, for travel by May 15, 2012. Prices do not include PFC, segment tax or Sept. 11th security fee of up to \$10.70 per segment. A segment is one take-off and one landing. A convenience fee of \$10.00 per segment, per passenger is included in the introductory one-way fare. A fee of \$14.99 per segment, will apply when purchased through Allegiant call centers. Purchases made at any Allegiant 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 up to \$19.99 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.

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