ALLEGIANT KICKS OFF "VOTE FOR VACATION" TOUR

COMPANY WILL GIVE AWAY 77 VACATIONS AND FREE FLIGHTS FOR FOUR YEARS

LAS VEGAS (Sept. 4, 2012) - **Allegiant** (NASDAQ: ALGT) is asking cities throughout the nation to Vote for Vacation this campaign season. The company announced today the start of its "Vote for Vacation" campaign tour. Buses departed Las Vegas, Mount Rushmore, and Washington, D.C. yesterday on the month-long tour.

People seem to be tired of all the campaign commercials and need to take a break from deciphering who said what on which issue. So Allegiant is taking three buses on the road asking consumers to "Vote for Vacation." Three buses are stopping in a total of 77 cities Allegiantserves with low-cost, nonstop air service to world-class vacation destinations. Allegiant will be hosting "poll" events that include live radio remotes with games, prizes, and a chance to win free travel on Allegiant. At each campaign stop, Allegiant will invite residents to come to the polls to cast their vote for their favorite vacation destination. In each city, one lucky voter will win two roundtrip tickets to the destination they cast their vote for, and Allegiant will give the first 100 people who attend the events a special tax break - a coupon for $21.60, the amount of federal taxes for roundtrip airfare -- for a future vacation package with Allegiant. In addition, Allegiant will award one grand prize: free flights on Allegiant for four years. People who are unable to attend the events can also fill out "absentee ballots" online at www.vote4vacation.com

The Vote for Vacation bus tour is making a campaign stop in a town near you.

	WEST		CENTRAL		EAST
9.03	LAS VEGAS, NV	9.03	MOUNT RUSHMORE, SD	9.03	WASHINGTON, D.C.
9.04	SANTA MARIA, CA	9.04	RAPID CITY, SD	9.04	HAGERSTOWN, MD
	FRESNO, CA	9.05	BISMARCK, ND	9.05	SALISBURY, MD
9.05	MONTEREY,CA		MINOT, ND		NEWPORT NEWS, VA
	STOCKTON,CA	9.06	GRAND FORKS, ND	9.06	ROANOKE, VA
9.06	MEDFORD, OR		FARGO, ND		GREENSBORO, NC
	EUGENE,OR	9.07	SIOUX FALLS. SD	9.07	WILMINGTON, NC
9.11	VANCOUVER, B.C.	9.11	ROCHESTER, MN	9.11	ASHEVILLE, NC
	BELLINGHAM, WA		DULUTH, MN		GREENVILLE/SPARTANBURG,SC
9.12	PASCO,WA	9.12	APPLETON, WI	9.12	CHATTANOOGA, TN
	SPOKANE, WA		ROCKFORD, IL		KNOXVILLE, TN
9.13	KALISPELL, MT	9.13	GARY,IN		TRI-CITIES, TN
	MISSOULA, MT		SOUTH BEND.IN	9.13	HUNTIGTON, WV
9.14	GREAT FALLS, MT	9.14	GRAND RAPIDS, MI		LEXINGTON, KY
9.18	BOZEMAN, MT	9.17	FORT WAYNE, IN	9.14	OWENSBORO, KY
	BILLINGS, MT	9.18	BLOOMINGTON,IL	9.18	LANSING, MI
9.19	CASPER, WY		PEORIA, IL		TOLEDO,OH
9.20	OGDEN, UT		MOLINE,IL	9.19	COLUMBUS, OH
	IDAHO FALLS, ID	9.19	CEADAR RAPIDS, IA		YOUNGSTOWN, OH
9.21	BOISE,ID		DES MOINES, IA	9.20	HARRISBURG, PA
9.25	GRAND JUNCTION, CO	9.20	Belleville, IL		ALLENTOWN, PA
9.26	COLORODO SPRINGS, CO	9.25	SPRINGFIELD, MO		WILKES-BARRE/SCRANTON, PA
	FORT COLLINS/LOVELAND, CO		FAYETTEVILLE, AR	9.21	ELMIRA, NY
9.27	GRAND ISLAND, NE	9.26	SHREVEPORT, LA	9.2&	NIAGARA FALLS, NY
9.28	WICHITA, KS	9.27	LAREDO, TX		TORONTO, ON
			MCALLEN, TX	9.26	PLATTSBURGH, NY
				9.27	BANGOR,ME

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. Through its subsidiary, Allegiant Air, the company operates a low-cost, high-efficiency, all-jet passenger airline, and offers other travel-related products such as hotel rooms, rental cars, and attraction tickets through its website, allegiant.com. The company was ranked ninth in the 2011 Forbes' Best Small Companies list. Allegiant was also recently named one of FORTUNE magazine's "100 Fastest-Growing Companies" for the second consecutive year.

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