



FOR IMMEDIATE RELEASE

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Allegiant Air Announces Nonstop Service to Bentonville, Arkansas from Orlando Sanford

Sanford, FL, September 8, 2009 – Allegiant Air and Orlando Sanford International Airport (SFB) announced today scheduled, nonstop, low-fare service beginning November 19, 2009 to Northwest Arkansas Regional Airport (XNA), in Bentonville, Arkansas. Located nearby Interstate 540, the airport is ideally situated to serve all of Northwest Arkansas as well as the adjoining states of Missouri and Oklahoma. Allegiant Air is offering introductory fares as low as \$69.99* each-way to celebrate the convenient new service.

Service will operate two times weekly on Thursday and Sunday. Flights will depart Orlando Sanford at 4:00 p.m. and arrive in Bentonville at 5:35 p.m. Return service will depart Bentonville at 6:15 p.m. and arrive in Orlando Sanford at 9:35 p.m. (all flight times are local). Allegiant will utilize 150-seat, MD-80 series jet aircraft on the route.

Allegiant's \$69.99* one-way introductory fare is limited, not available on all flights and must be purchased by September 30, 2009, for travel through February 10, 2010. After the introductory fare period, regular one-way fares on the route start as low as \$89.99* one-way. Offer is not available for travel November 25-30, 2009, December 22-31, 2009 and January 1-4, 2010. Reservations can be made on the airline's website at www.allegiantair.com, through the airline's Reservation Center at 702-505-8888 or through a local travel professional.

"We are pleased to expand the Allegiant brand of low-fare, nonstop jet service to Bentonville," 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 nonstop air service between Northwest Arkansas and Orlando."

"Bentonville is a most welcome addition to the growing list of destinations serviced by Allegiant at OSIA," said Airport President Larry Dale. "We look forward to offering this exciting new travel opportunity to the Central Florida community."

Bentonville is one of 30 nonstop destinations for Allegiant from Orlando Sanford. Allegiant also offers nonstop service between Orlando Sanford and Allentown, Pennsylvania; Appleton, Wisconsin; Bangor, Maine; Cedar Rapids, Iowa; Chattanooga, Tennessee; Chicago/Rockford, Illinois; Des Moines, Iowa; Elmira-Corning, New York; Fargo, North Dakota; Fort Wayne, Indiana; Grand Rapids, Michigan; Greensboro, North Carolina; Greenville-Spartanburg, South Carolina; Hagerstown, Maryland; Huntington, West Virginia; Knoxville, Tennessee; Lexington, Kentucky; McAllen, Texas; Owensboro, Kentucky; Plattsburgh, New York; Roanoke, Virginia; Shreveport, Louisiana (seasonal); Sioux Falls, South Dakota; South Bend, Indiana; Springfield-Branson, Missouri; Toledo, Ohio; Tri-Cities, Tennessee; Wilmington, North Carolina and Youngstown-Warren, OH.

About the Airport: Orlando Sanford International Airport offers visitors and Central Floridians alike, the “Best of Both Worlds,” located midway between Orlando’s World Class attractions and the World’s Most Famous Beach - Daytona Beach, both are only 45 minutes away. Airlines and their passengers enjoy a stress-free environment, convenient parking, new terminal facilities, short walking distances, and attractive pricing. For more information about SFB, visit the airport’s website at www.OrlandoSanfordAirport.com.

Fare Disclaimers*: 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 \$10.60 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, Nevada, Phoenix, Arizona, Fort Lauderdale, Florida, Orlando, Florida and Tampa/St. Petersburg, Florida. 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.