



FOR IMMEDIATE RELEASE

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ALLEGIANT AIR DOUBLES THE SUNSHINE FUN WITH TWICE THE SERVICE TO ORLANDO

ALLEGIANT CELEBRATES WITH \$89* FARE TO ORLANDO

(Roanoke, Va.)—**Allegiant Air, LLC** is making it even easier to get away to the fun and sun of **Orlando, Fla.** from **Roanoke, Va.** with twice as many flights. Beginning **Nov. 10**, the airline will offer four-day-a-week service to Orlando-Sanford with flights **Monday, Wednesday, Friday** and **Saturday**.

Since inaugurating service May 24, the low-cost carrier has experienced great demand from the Central and Southern Virginia market. To celebrate the added flights, the low-cost airline is offering a special **\$89*** fare one-way to the Sunshine State.

"We are very pleased with the performance of the Roanoke market," said Maurice J. Gallagher, the airline's president and CEO. "We look forward to a continued successful relationship between Allegiant, Roanoke Regional Airport, the local communities, travel agents and all of our customers."

The four-day-a-week flights depart Roanoke at **6:00 p.m.** arriving in Orlando at **7:50 p.m.** Flights leave Orlando depart at **3:40 p.m.** arriving in Roanoke at **5:25 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. The **Allegiant Vacations** division of the company

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offers low-cost packages with 21 of Orlando's most exciting hotel properties and three in Daytona Beach. Partner properties include The Swan, The Dolphin, The Hilton in Lake Buena Vista and the Radisson Parkway. Low-cost packages are available to include hotel, car and amusement park tickets for additional savings. Amusement park tickets available include Walt Disney World, SeaWorld and Universal Studios.

Reservations can be made on the airline's website at www.allegiantair.com, through the airline's Reservations and Information Center at **800-432-3810** or through professional travel agents.

Disclaimer

The **\$89*** offer is available for a limited time and must be purchased by **August 12, 2006** for travel by **Jan. 31, 2007**. 10-day advance purchase required. Prices do not include PFC, segment tax or Sept. 11 security fee of up to \$10.30 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. Travel purchased through an Allegiant Air call center will cost an additional \$5.00 per segment. A segment is defined as one take-off and one landing. Fares are non-refundable. Seats are limited and not available on all flights, subject to availability. Restrictions apply. Offer not valid on previously purchased tickets. Offer not available: November 22-27, 2006; December 22-31, 2006; January 1-3, 2007.

About Allegiant Air

Allegiant Air, LLC is an all-jet, low-fare, low-cost passenger airline dedicated to providing *a new way to fly*. At Allegiant, all travel is ticketless, all fares are one-way and a Saturday night stay is never required. With a focus on leisure travel, the company emphasizes low costs, innovation and leisure traffic to world-class destinations – currently Las Vegas, Nev. and Orlando, Fla. The company provides its customers additional value through its **Allegiant Vacations** division, which maintains significant hotel partnerships in both Las Vegas and Orlando. Allegiant currently provides nonstop scheduled service from 33 U.S. markets to the Las Vegas destination and to the Orlando destination from 16 U.S. markets. In addition to its scheduled service, the airline also operates charter service throughout the U.S., Mexico and Canada. The carrier's charter customers include Harrah's Entertainment, U.S. Forest Service, collegiate athletic organizations, film production companies and corporations. Allegiant's fleet includes 25 MD80 series jet aircraft, all fitted

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with comfortable leather seats and spacious overhead luggage bins. Headquartered in Las Vegas, Nev., Allegiant is a privately owned airline founded in 1997.

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