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Allegiant Air Announces Nonstop Service to Appleton, Wisconsin from Orlando Sanford

Sanford, FL, September 9, 2008 – Allegiant Air and Orlando Sanford International Airport (SFB) announced today scheduled, nonstop, low-fare service beginning November 19, 2008 to Outagamie County Regional Airport (ATW), in Appleton, Wisconsin. The airport is conveniently located off US-41 only 30 minutes from Green Bay and 100 miles from both Madison and Milwaukee. Allegiant Air is offering introductory fares as low as \$89* each-way.

Service will operate twice weekly on Wednesday and Saturday. Flights will depart Orlando Sanford at 9:40 a.m. and arrive at Appleton at 11:30 a.m. Return service will depart Appleton at 12:10 p.m. and arrive in Orlando Sanford at 3:55 p.m. (all flight times are local). Allegiant will utilize 150-seat, MD-80 series jet aircraft on the route.

“We are extremely pleased to expand the Allegiant brand of low-fare, nonstop jet service to northeast Wisconsin communities,” 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 Appleton and Orlando.”

According to Airport President Larry Dale, "The addition of Appleton, Wisconsin to Allegiant's growing list of destinations provides yet another exciting opportunity for travelers to use the Orlando Sanford International Airport."

Allegiant's \$89* one-way introductory fare is limited, not available on all flights and must be purchased by October 1, 2008, for travel through February 5, 2009. Offer not available November 26 through December 1, 2008 and December 20, 2008 through January 5, 2009. After the introductory fare period, regular one-way fares on the route start as low as \$109* one-way. 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.

Appleton is one of 27 nonstop destinations for Allegiant from Orlando Sanford. Allegiant also offers nonstop service between Orlando Sanford and Allentown, Pennsylvania; Bangor, Maine; Cedar Rapids, Iowa; Chattanooga, Tennessee; Chicago/Rockford, Illinois; Des Moines, Iowa; Fargo, North Dakota; Fort Wayne, Indiana; Greensboro, North Carolina; Greenville-Spartanburg, South Carolina; Gulfport-Biloxi, Mississippi; Huntington, West Virginia; Knoxville, Tennessee; Lansing, Michigan; McAllen, Texas; Plattsburgh, New York; Roanoke, Virginia; Shreveport, Louisiana; Sioux Falls, South Dakota; South Bend, Indiana; Springfield-Branson, Missouri; St. Louis/MidAmerica; 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 \$10.50 per segment. A convenience fee of \$11.50 per traveling customer will be applied when booked at www.allegiantair.com or through an Allegiant Air Reservation Center. Travel purchased through an Allegiant Air call center will cost an additional \$10 per segment. Convenience fees do not apply to tickets purchased at an Allegiant Air airport ticket counter. A checked baggage fee of \$15 per bag, per person, per segment will apply for the first two bags, when purchased at the time of booking. If purchased at flight check-in, a checked baggage fee of \$25 per bag, per person, per segment will apply for the first two checked bags. A segment is defined as one take-off and one landing. Seats are limited and subject to availability. 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.