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Allegiant Air Announces Nonstop Service to Huntsville, Alabama from Orlando Sanford

Sanford, FL, August 30, 2007 – Allegiant Air and Orlando Sanford International Airport (SFB) announced today scheduled, nonstop, low-fare service beginning November 8, 2007 to Huntsville International Airport (HSV), in Huntsville, Alabama. The Airport, located in Northern Alabama, is less than 10 miles from Interstate 65. Allegiant Air is offering introductory fares as low as \$49* each-way, when booked through the company's website at www.allegiantair.com.

Service will operate three days a week on Tuesday, Thursday and Sunday. Flights will depart Orlando Sanford at 1:55 p.m. and arrive at Huntsville at 2:35 p.m. Return service will depart Huntsville at 3:10 p.m. and arrive in Orlando Sanford at 5:55 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 the Huntsville community and Tennessee Valley region," 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 Huntsville and Orlando."

Airport president Larry Dale remarked, "Central Florida residents now have more domestic destinations to choose from than ever before as Huntsville makes 27 and is the third destination for Allegiant that will begin in November, just in time for holiday travel."

Allegiant's \$49* one-way introductory fare is limited, not available on all flights and must be purchased by September 22, 2007, for travel through February 10, 2008. After the introductory fare period, regular one-way fares on the route start as low as \$69 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.

Huntsville 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; Fort Wayne, Indiana; Greensboro, North Carolina; Greenville-Spartanburg, South Carolina; Gulfport-Biloxi, Mississippi; Huntington, West Virginia; Kinston, North Carolina; Knoxville, Tennessee; Lansing, Michigan; McAllen, TX; Peoria, Illinois; Roanoke, Virginia; Shreveport, Louisiana; Sioux Falls, South Dakota; South Bend, Indiana; Springfield-Branson, Missouri; St. Louis/MidAmerica; Toledo, Ohio; Tri-Cities, Tennessee; Wichita, Kansas 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 \$10.40 per segment. A checked baggage fee will apply per bag, per segment. Travel purchased through the Allegiant Air Reservation Center will cost an additional \$5.00 per segment. A convenience fee of \$8.50 per traveling customer will be applied when booked at www.allegiantair.com or through an Allegiant Air Reservation Center. Convenience fees do not apply to tickets purchased at an Allegiant Air airport ticket counter. A segment is defined as one take-off and one landing. Seats are limited and subject to availability. Restrictions apply. Offer not available Nov. 21, 25, 26, 2007; Dec. 20-31, 2007; and Jan. 1-7, 2008.

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, Nev., Phoenix, Ariz., Fort Lauderdale, Fla., 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 both on a stand-alone basis and bundled with hotel rooms, rental cars and other travel related services.