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Allegiant Air Announces Nonstop Service to Lexington, Kentucky from Orlando Sanford

Sanford, FL, September 16, 2008 – Allegiant Air and Orlando Sanford International Airport (SFB) announced today scheduled, nonstop, low-fare service beginning November 6, 2008 to Blue Grass Airport (LEX), in Lexington, Kentucky. Located in close proximity to the Blue Grass Parkway and Interstates 64 and 75, the airport is ideally located to serve all of Central Kentucky. Allegiant Air is offering introductory fares as low as \$69* each-way to celebrate the convenient new service.

Service will operate twice weekly on Thursday and Sunday. Flights will depart Orlando Sanford at 4:50 p.m. and arrive at Lexington at 6:50 p.m. Return service will depart Lexington at 7:30 p.m. and arrive in Orlando Sanford at 9:25 p.m. (all flight times are local). Allegiant will utilize 150-seat, MD-80 series jet aircraft on the route.

Allegiant's \$69* one-way introductory fare is limited, not available on all flights and must be purchased by October 8, 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 \$89* 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.

"We are extremely pleased to extend the Allegiant brand of low-fare, nonstop jet service to the Central Kentucky community," Maurice J. Gallagher, Allegiant Air president and CEO, said. "This is an exciting new addition for our airline and our customers as we launch the only low-cost, nonstop air service between Lexington and Florida."

Airport President Larry Dale enthusiastically welcomed Allegiant's addition of Lexington noting that "Once again, Allegiant has provided a destination in popular demand by Central Florida's traveling public."

Lexington is one of 28 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; 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.