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

Sanford, FL, November 12, 2008 – Allegiant Air and Orlando Sanford International Airport (SFB) announced today scheduled, nonstop, low-fare service beginning February 18, 2009 to Owensboro-Daviess County Regional Airport (OWB), in Kentucky. Located on the Kentucky and Indiana border, the airport is situated to conveniently serve mid-western Kentucky and southern Indiana. Allegiant Air is offering introductory fares as low as \$69* each-way to celebrate the convenient new service.

Service will operate twice weekly on Wednesday and Saturday. Flights will depart Orlando Sanford at 7:35 a.m. and arrive at Owensboro at 8:40 a.m. Return service will depart Owensboro at 9:20 a.m. and arrive in Orlando Sanford at 12:20 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 December 3, 2008, for travel through April 30, 2009. After the introductory fare period, regular one-way fares on the route start as low as \$89* one-way. Offer is not available for travel February 13-16, 2009 and April 5 – 20, 2009. 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 the mid-western Kentucky and southern Indiana community," 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, scheduled air service out of Owensboro."

Larry Dale, Airport President, welcomed Allegiant's newest destination, "The advent of scheduled service to Owensboro provides yet another exciting travel opportunity to our local residents. Allegiant continues to deliver!"

Owensboro is one of 31 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; Gulfport-Biloxi, Mississippi; Hagerstown, Maryland; Huntington, West Virginia; Knoxville, Tennessee; Lansing, Michigan; Lexington, Kentucky; McAllen, Texas; Plattsburgh, New York; Roanoke, Virginia; Shreveport, Louisiana; Sioux Falls, South Dakota; South Bend, Indiana; Springfield-Branson, Missouri; Toledo, Ohio; Tri-Cities, Tennessee; Wilmington, North Carolina and Youngstown-Warren, Ohio.

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. 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.