

Allegiant Announces New Flights Between Las Vegas and Long Beach

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COMPANY OFFERS CHANCE TO FLY FOR FREE*

LAS VEGAS, Nov. 19, 2010 /PRNewswire/ -- Las Vegas based, **Allegiant** (Nasdaq: ALGT), today announces low-cost, nonstop travel service between **Las Vegas** and **Long Beach, Calif.**, will begin **Dec. 15**. The company, known for its exceptional travel deals, is celebrating the announcement with a **FLY FREE*** to Las Vegas or Long Beach offer. Just purchase one air and hotel package with Allegiant by Nov. 20, and the second person flies free*.

(Logo: <http://photos.prnewswire.com/prnh/20060516/LATU102LOGO>)

"We are excited to announce service between Long Beach and Las Vegas," Maurice J. Gallagher, Jr., Allegiant Chairman and CEO, says. "We are confident Las Vegas and Southern California residents will take advantage of Allegiant's low fares and nonstop flights."

The new flights will operate four times weekly between **McCarran International Airport (LAS)** and **Long Beach Airport (LGB)** with service **Monday, Thursday, Friday** and **Sunday**. Friday and Sunday flights will depart Las Vegas at **5:55 p.m.** arriving in Long Beach at **7 p.m.** Flights leaving Long Beach will depart at **7:50 p.m.** arriving in Las Vegas at **8:55 p.m.** Thursday flights will depart Las Vegas at **6:25 p.m.** arriving in Long Beach at **7:30 p.m.** Flights leaving Long Beach will depart at **8:20 p.m.** arriving in Las Vegas at **9:25 p.m.** Monday flights will depart Las Vegas at **7 a.m.** arriving in Long Beach at **8:05 a.m.** Flights leaving Long Beach will depart at **8:45 a.m.** arriving in Las Vegas at **9:50 a.m.** (all flight times are local). The company will utilize 150-seat, MD-80 series, jet aircraft on the route.

Allegiant is more than an airline, it is a full-service travel company that offers great value to its customers through its hotel, car rental and entertainment packages. The company partners with more than 60 of Las Vegas' most exciting hotel properties including: *Planet Hollywood, Wynn Las Vegas Resort* and *Country Club, Bellagio, The Venetian Resort & Casino, Paris Las Vegas, MGM Grand, Mandalay Bay Resort & Casino, Caesars Palace, Monte Carlo Resort & Casino, The Mirage, Excalibur Hotel & Casino, New York-New York Hotel & Casino, Tropicana Las Vegas Hotel & Casino, Rio All-Suite Hotel & Casino, ARIA Resort & Casino at CityCenter* and *Red Rock Resort & Spa*. The company partners with more than 30 of Southern California most exciting hotel properties, including: *Hyatt Regency Long Beach, Best Western Pavilions, Best Western Stovall's Inn, Crowne Plaza Anaheim Resort, Hyatt Regency Huntington Beach Resort & Spa* and *Sheraton Park Hotel at the Anaheim Resort*. The company also provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

Allegiant's **FLY FREE*** promotion is limited, not available on all flights and must be purchased by **Nov. 20, 2010** for complete travel by **Feb. 16, 2011**. Reservations may be made through the company's website at www.allegiant.com or by calling the company's travel experts at **702-505-8888**.

About the FLY FREE* offer:

Seats are limited. Offer based on a buy one (1) air/hotel package, get one (1) round-trip companion airfare for free. Minimum two (2) night, two (2) person air/hotel package required. Companion travel must be on same itinerary as regular fare passenger. One free airfare per itinerary. Must be purchased by Nov. 20, 2010, for travel completed by Feb. 16, 2011. Offer not available Dec. 30, 2010-Jan. 2, 2011. Prices do not include PFC, segment tax or Sept. 11 security fee of up to \$10.70 per segment. A convenience fee of \$14.99 per passenger will apply when booked on allegiant.com. A convenience fee of \$14.99 per passenger, plus \$14.99 per segment, will apply when purchased through an Allegiant call center. Purchases made at any Allegiant Airport Ticket Office will not incur a convenience or call-center fee. When purchased at the time of booking, a checked bag fee of \$14.99-\$29.99 per bag will apply per person, per segment. If purchased at flight check-in, a fee of \$35 per checked bag, per person, per segment will apply for the first two bags checked. Additional higher fees will apply for three or more checked bags. A segment is one take-off and one landing. Fare rules, routes and schedules are subject to change without notice. \$20 Off air+hotel purchase offer not available at airport ticket counters and not valid with fly free offers. Restrictions apply. Offer not valid on previously purchased tickets.

Allegiant, travel is our deal.

Las Vegas-based Allegiant Travel Company (Nasdaq: ALGT), is focused on linking travelers in small cities to world-class leisure destinations such as Fort Lauderdale, Fla., Las Vegas, Los Angeles, Phoenix-Mesa, 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. In 2010, Allegiant was ranked number one for low-cost carriers in Aviation Week's Top Performing Airline study, number 33 on Forbes America's Best Small Companies list and ranked 25 on FORTUNE magazine's Fastest-Growing Companies list. Receive breaking news from Allegiant by visiting Allegiant's Facebook Fan Page at www.facebook.com/Allegiant or follow Allegiant on Twitter at twitter.com/allegiantair.

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