

Allegiant Announces Nonstop, Low-Cost Travel Service Between Bozeman and Phoenix-Mesa with Introductory \$64.99* Fares

September 22, 2010 4:25 AM ET

BOZEMAN, Mont., Sept 22, 2010 /PRNewswire via COMTEX News Network/ -- **Allegiant** (Nasdaq: ALGT) today announced new, nonstop jet service between **Bozeman, Mont.** and **Phoenix-Mesa** will begin **Nov. 12**. The company, known for its exceptional travel deals, will introduce the new service to the Gallatin Valley with fares as low as **\$64.99*** one-way.

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

(Logo: http://media.corporate-ir.net/media_files/IROL/19/197578/logo1.jpg)

"We're pleased to announce yet another affordable and convenient way for our customers to get away," Andrew C. Levy, Allegiant Travel Company President, said. "We are confident the Gallatin Valley will appreciate the value of flying nonstop to Arizona and the great deals we offer on hotels and car rentals."

"We're excited to see Allegiant expanding service at Gallatin Field with new nonstop service to the Phoenix-Mesa area," Brian Sprenger, Airport Director, said. "Our community has been asking for Phoenix-Mesa flights since Allegiant began service from Bozeman two years ago and we are pleased Allegiant has responded. All of Southwest Montana will benefit from the new service; we expect it to be very successful."

The new flights will operate twice weekly between **Gallatin Field Airport (BZN)** and **Phoenix-Mesa Gateway Airport (IWA)** with service **Monday** and **Friday**. Flights will depart Bozeman at **5:30 p.m.** arriving in Phoenix-Mesa at **7:55 p.m.** Flights leaving Phoenix-Mesa will depart at **2:40 p.m.** arriving in Bozeman at **4:50 p.m.** (all flight times are local). The company also offers nonstop service from Bozeman to Las Vegas.

With breathtaking scenery, endless sun, unmatched resorts and miles of world-class golf courses, Phoenix-Mesa is a gateway to all that Arizona has to offer, including the Grand Canyon, Scottsdale, Tempe and Sedona. Not only is the area considered "The Golf Capital of the World," but also the "Resort Capital of the World," with numerous four- and five-diamond resorts. These premier resort communities feature shopping, dining, spa, activities and luxury accommodations for the perfect getaway to Arizona's unique Southwestern hospitality.

Allegiant is more than an airline, it is a full-service travel company that offers great value to its customers through its hotel and car rental packages. The company partners with more than 40 of Arizona's most exciting hotel properties, including: *Arizona Biltmore, Wigwam Golf Resort & Spa,*

Sheraton Crescent Hotel, Arizona Golf Resort, Hyatt Place Phoenix-Mesa, JW Marriott Desert Ridge Resort & Spa and the Phoenician. Allegiant provides low-cost car rental service through its partnership with **Alamo Rent a Car.**

Allegiant's **\$64.99*** one-way introductory fare is limited, must be purchased by **Oct. 12, 2010**, and is valid for travel through **March 8, 2011**. Introductory fares are not available on all flights. After the introductory fare period, regular one-way fares on the route start as low as **\$64.99**. Reservations can be made on the company's website at www.allegiant.com or by calling the company's travel experts at **702-505-8888**.

About the \$64.99* one-way fare:

* Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Oct. 12, 2010 for travel through March 8, 2011. Offer not available: Nov. 20-30, 2010, Dec. 18-31, 2010 and Jan. 1-3, 2011. Prices do not include PFC, segment tax or Sept. 11 security fee of up to \$10.70 per segment. A segment is one take-off and one landing. A convenience fee of \$14.99 per passenger will apply when booked on www.allegiant.com. A convenience fee of \$14.99 per passenger, plus \$14.99 per segment, will apply when purchased through Allegiant call centers. Purchases made at any Allegiant Air Airport Ticket Office will not incur a convenience or call-center fee. For ticket counter hours of operation, please visit www.allegiant.com. 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. Fare rules, routes and schedules are subject to change without notice. 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 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 and ranked 25 on FORTUNE magazine's Fastest-Growing Companies list.

SOURCE Allegiant Travel Company

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