

Asheville Takes Off to Fun and Amusement

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Allegiant Announces Nonstop, Low-Cost Travel Service Between Asheville and Orlando With Introductory \$49.98* Fares

ASHEVILLE, N.C., Sept. 13, 2011 (GLOBE NEWSWIRE) -- **Allegiant** (Nasdaq:ALGT) today announces new, nonstop jet service between **Asheville, N.C.**, and **Orlando, Fla.**, via **Orlando Sanford International Airport (SFB)**, will begin **Nov. 18**. The company, known for its exceptional travel deals, will introduce the new service to Western North Carolina area residents with fares as low as **\$49.98*** one way.

"We're pleased to bring an affordable and convenient travel option to Asheville," Andrew C. Levy, Allegiant Travel Company President, said. "We are confident Western North Carolina will appreciate flying nonstop to Orlando and take advantage of the great deals we offer on hotels, car rentals and theme park tickets."

"Asheville Regional Airport is proud to partner with Allegiant Travel Company, and looks forward to welcoming them to Western North Carolina," said Lew Bleiweis, A.A.E., airport director. "Allegiant is a quality airline with great fares, and we know that our air travelers will welcome them with open arms. We have received many requests in recent years to advocate for Allegiant to come to our airport, and I am pleased to say that the time has come. It will be a great sight when the first Allegiant jet lands at AVL — a plane that will seat 150 people — and an even greater sight of our friends and neighbors enjoying the non-stop, low-fare flights to Orlando Sanford International Airport."

The new flights will operate two times weekly between **Asheville Regional Airport (AVL)** and **Orlando Sanford International Airport (SFB)** with service **Monday and Friday**. Flights will depart Asheville at **8:20 p.m.** arriving in Orlando-Sanford at **9:50 p.m.** Flights leaving Orlando-Sanford will depart at **6:10 p.m.** arriving in Asheville at **7:40 p.m.** (all flight times are local). The carrier will utilize a full-size, 150-seat MD-80 jet aircraft on the route.

With plenty of shopping, dining, outdoor activities and entertainment, Orlando offers vacationers the perfect getaway. Located in the heart of Central Florida, Orlando is home to the world's most exciting theme parks including Walt Disney World, Universal Studios and SeaWorld. Orlando's famous International Drive is more than 10 miles long and features more than 100 hotels, 450 stores, several attractions and two major outlet malls. Orlando is also home to more than 175 golf courses, many of which were designed by pro golfers such as Greg Norman, Tom Watson, Arnold Palmer and Jack Nicklaus.

Allegiant's **\$49.98*** one-way introductory fare is limited, must be purchased by **Oct. 3, 2011**, and is valid for travel between **Nov. 29, 2011, and Feb. 14, 2012**. Introductory fares are not available on all flights.

Reservations can be made on the airline's website at www.allegiantair.com or by calling the company's travel experts at **702-505-8888**. Allegiant guarantees the lowest price on air and hotel vacation packages through the company's Low-Price Pledge. If the customer finds an air and hotel package for less, Allegiant will credit the difference for use on a future booking. Allegiant is also rewarding customers who book an air and hotel package through the company with an instant \$20 savings on roundtrip airfare, making it even more affordable to book an air and hotel package.

About the \$49.98* one-way fare:

Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Oct. 3, 2011, for travel by Feb. 14, 2012. Offer not available Dec. 24, 2011--Jan. 4, 2012. Prices do not include PFC, segment tax or Sept. 11th security fee of up to \$10.70 per segment. A segment is one take-off and one landing. A fee of \$14.99 per segment, will apply when purchased through Allegiant call centers. For ticket counter hours of operation, please visit www.allegiant.com. When purchased at the time of booking, a checked bag fee of up to \$14.99 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. \$20 savings based on a two-night, air+hotel purchase; valid at select Allegiant hotels.

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 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/allegianttravel.

The Allegiant Travel Company logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8305>

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