

Allegiant Announces 72-Hour Sale Up to \$100 Off Air + Hotel Packages

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LAS VEGAS. Sept. 9, 2013 - Allegiant (NASDAQ: ALGT) today announces a 72-hour sale beginning Tuesday, Sept. 10, 2013 for customers traveling to Las Vegas. Allegiant passengers who book a Las Vegas flight and hotel vacation package of three or more nights and stay at a participating resort-casino will receive an instant savings of up to \$100.

"Allegiant's goal is to bring exceptional travel values to our passengers, like this instant savings promotion we've created with select properties in Las Vegas," said John Fenyes, Allegiant Director of Hotel Relations. "This is an exclusive offer available only to Allegiant customers at allegiant.com."

This is a limited-time 72-hour sale. No promo code or coupon required. Instant savings discount is reflected in pricing shown at allegiant.com for qualifying bookings. Vacation packages must be reserved by Thursday, Sept. 12, 2013. For every three-night air+hotel reservation, passengers save:

Hotel Property	Savings per 3-Night Reservation
The Venetian	\$100 Travel by 1/4/2014
The Palazzo	\$100 Travel by 1/4/2014
Hard Rock Hotel & Casino	\$70 Travel by 3/30/2014
Treasure Island	\$50 Travel by 12/26/2013
Tropicana Las Vegas	\$50 Travel by 12/15/2013
Las Vegas Hotel & Casino	\$30 Travel by 1/31/2014
Westin Lake Las Vegas	\$30 Travel by 12/30/2013
The Riviera	\$30 Travel by 12/29/2013
The D	\$30 Travel by 12/27/2013
Four Queens	\$30 Travel by 4/30/2014

This discount offer applies to new reservations of at least three (3) consecutive nights booked during the promotional period and is subject to availability. In the case of hotel itinerary cancellations, the discount will be forfeited. Blackout dates apply. Some hotels may charge resort fees or additional parking fees, energy surcharges or mandatory phone charges in effect at various times, which are not part of the package price. Additional restrictions may apply. For baggage fees, please visit allegiant.com. For complete promotional details, visit: <http://www.allegiant.com/vegas>.

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. The company operates a low-cost, high-efficiency, all-jet passenger airline through its subsidiary, Allegiant Air, while also offering other travel-related products such as hotel rooms, rental cars, and attraction tickets. All can be purchased through the company website, allegiant.com. The company has been named one of America's 100 Best Small Companies by Forbes Magazine for four consecutive years. For downloadable press kit, including photos, visit: <http://gofly.us/SQmY7O>.

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