THE QUAD CITIES HIT THE JACKPOT!
ALLEGIANT ANNOUNCES NONSTOP, LOW-COST AIR SERVICE BETWEEN MOLINE AND LAS VEGAS WITH INTRODUCTORY $44.99* FARES

MOLINE, Ill.— Low-cost airline, **Allegiant Air , LLC**,a subsidiary of **Allegiant Travel Company** (NASDAQ: ALGT), today announced new, nonstop jet service between the **Moline/Quad Cities, Ill.,** and **Las Vegas** will begin **Oct. 14** . The low-cost carrier, known for its exceptional travel deals, will introduce the new service to the Quad Cities with fares as low as **$44.99*** one-way.

"We're pleased to bring an affordable and convenient travel option to the Quad Cities," Andrew C. Levy, Allegiant Travel Company President, said. "We are confident the residents of the Quad Cities will appreciate the value of flying nonstop to Vegas and the great deals we offer on hotels, car rentals and show tickets. We look forward to a very successful partnership with the Quad City International Airport, community officials and our customers."

"We are very happy to partner with Allegiant Air and offer its nonstop service from the Quad Cities to Las Vegas," Bruce Carter, Quad City International Airport Director of Aviation said. "Las Vegas is our customers' top requested destination. Allegiant's convenient flights and affordable hotel and car rental packages are sure to be very popular with travelers from the Quad Cities and beyond."

The new flights will operate two times weekly betweenthe Quad City International Airport(MLI) and McCarran International Airport (LAS), with service **Thursday** and**Sunday.**Flights will depart Moline/Quad Cities at **8:45 p.m.** arriving in Las Vegas at **10:10 p.m.** Flights leaving Las Vegas will depart at

2:55 p.m.
arriving in Moline/Quad Cities at
8:05 p.m.
(all flight times are local).

The carrier will utilize a full-size, 150-seat MD-80 jet aircraft on the route. The airline said its market research and input from local community leaders indicate Quad Cities will welcome the new nonstop flights and low fares to Las Vegas as an affordable and convenient alternative to connecting flights or long drives to other airports.

The company offers low-cost packages with more than 40 of Las Vegas' most exciting hotel properties, including: *Wynn Las Vegas, Bellagio, Venetian-Resort-Hotel-Casino, Paris Las Vegas, MGM Grand Hotel & Casino, Mandalay Bay Resort and Casino, Caesars Palace, Red Rock Casino-Resort-Spa, Golden Nugget Las Vegas, South Point Hotel, Casino & Spa, Four Queens Hotel & Casino, ARIA Resort & Casino* and many more.

Allegiant's **$44.99*** one-way introductory fare is limited, must be purchased by **Sept. 8, 2010,** and is valid for travel through
Jan. 31, 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
$94.99
one-way. Reservations can be made on the airline's website at
www.allegiant.com
or by calling the company's travel experts at
702-505-8888.

About the $44.99* one-way fare:
*Seats are limited. Fares are one-way and not available on all flights. Must be purchased by Sept. 8 for travel between Oct. 14, 2010 - Jan. 31, 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 allegiant.com . A convenience fee of $14.99 per passenger, plus $14.99 per segment, will apply when purchased through Allegiant Air 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.

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