



NEWS RELEASE
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LIGHTS, CAMERA, ACTION!

DES MOINES RESIDENTS JET SET TO LOS ANGELES!

ALLEGIANT AIR INAUGURATES NONSTOP SERVICE TO LAX WITH \$99* ONE-WAY FARES

DES MOINES, Iowa – Des Moines, Iowa residents will soon take off for the glitz and glamour of Southern California as low-fare airline **Allegiant Air** inaugurates the only low cost, nonstop service from **Des Moines International Airport** to **Los Angeles International Airport (LAX)** Sunday, **May 24**. To celebrate, the low-cost airline is offering a special **\$99*** one-way fare to the City of Angels.

"We are extremely pleased to again expand the Allegiant brand of low-fare, nonstop, jet service to Des Moines," Maurice J. Gallagher Jr., Allegiant Air president & CEO, said. "This is an exciting new addition for our airline and our customers as we launch the only nonstop service between Des Moines and Los Angeles."

The new flights will operate two times weekly between Des Moines and LAX with service **Thursday** and **Sunday**. Beginning May 24, flights will depart Des Moines at **8:20 p.m.** arriving in Los Angeles at **9:50 p.m.** Flights leaving Los Angeles will depart at **2:25 p.m.** arriving in Des Moines at **7:40 p.m.** (all flight times are local). Allegiant Air provides nonstop service from Des Moines to three other vacation destinations; Las Vegas, Orlando, Fla. and Tampa Bay, Fla.

"We think it is great that Allegiant stepped up to fill a destination need for this community," Roy Criss, spokesman for Des Moines International Airport, said. "I have heard a lot people complimenting the service."

The carrier utilizes 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 the Des Moines community welcomes the new nonstop flights and low fares to Los Angeles.

Located in the heart of sunny Southern California, Los Angeles is just minutes from some of the world's most exciting experiences. From theme parks to world-famous beaches, unsurpassed shopping to the

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iconic Hollywood Hills, Los Angeles is an escape from reality. Attractions like Disneyland and Universal Studios Hollywood keep the adrenaline pumping, while landmarks such as the Hollywood Walk of Fame and Grauman's Chinese Theater give visitors a taste of Tinsel Town. In addition, the Los Angeles area boasts some of the world's most impressive art collections including the Getty Museum, the Los Angeles County Museum of Art and The Museum of Contemporary Art, Los Angeles.

The **Allegiant Vacations** division of the company offers low-cost packages with many of the Los Angeles area's most exciting hotel properties, including: *Sheraton Universal Hotel, Westin Bonaventure Hotel & Suites, Hyatt Regency Long Beach, Hyatt Regency Newport Beach, Marina del Ray Marriott and The Westin Los Angeles Airport*. The company also provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

The **\$99*** sale fares are available for a limited time and must be purchased by **June 3, 2009** for travel completed by **Jan. 31, 2010**. Reservations may be made through the company's Web site at www.allegiantair.com, the airline's Reservations Center at **702-505-8888** or professional travel agents.

About the \$99* one-way fare:

Seats are limited. Fares are one-way and not available on all flights. Must be purchased by June 3, 2009 for travel completed by Jan. 31, 2010. Offer not available May 24-25, 2009; July 2-6, 2009; Nov. 25-30, 2009; Dec. 22-31, 2009 and Jan. 1-4, 2010. Seven day advance purchase required. Prices do not include PFC, segment tax or Sept. 11 security fee of up to \$10.60 per segment. A segment is one take-off and one landing. A convenience fee of \$13.50 per passenger will apply when booked on allegiantair.com. A convenience fee of \$13.50 per passenger, plus \$10 per segment, will apply when purchased through Allegiant Air call center. Purchases made at any Allegiant Air Airport Ticket Office will not incur a convenience or call-center fee. When purchased at time of booking, a fee of \$15 for first checked bag and \$25 for second checked bag will apply per person, per segment. If purchased at flight check-in, a fee of \$25 for the first checked bag and \$35 for the second checked bag per person, per segment will apply. In all cases 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 Allegiant Air

Las Vegas based Allegiant Travel Company (NASDAQ: ALGT), is focused on linking travelers in small cities to world-class leisure destinations such as Las Vegas, Orlando, Fla. Tampa/St. Petersburg, Fla., Phoenix-Mesa, Los Angeles and Fort Lauderdale, 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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FOR PRINT MEDIA:

*Images of Allegiant aircraft available upon request

FOR BROADCAST MEDIA:

**B-roll footage of the aircraft and scenic shots of Los Angeles can be downloaded at:

<ftp://advertising.allegiantair.com>

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