



**NEWS RELEASE**  
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## **ALLEGIANT AIR INAUGURATES NONSTOP, LOW-COST AIR SERVICE BETWEEN STOCKTON AND LONG BEACH**

**AIRLINE OFFERS FARES AS LOW AS \$19.99\* AND FREE\*\* NIGHT OF HOTEL STAY IN  
SOUTHERN CALIFORNIA**

**STOCKTON, Calif.** — Low-cost airline, Allegiant Air, LLC, a subsidiary of Allegiant Travel Company (NASDAQ: ALGT), today inaugurates low-cost, nonstop service between **Stockton, Calif.**, and **Long Beach, Calif.** To celebrate, the company is offering a special **\$19.99\*** one-way fare and a **FREE\*\*** night hotel stay at Allegiant preferred hotels in the popular, sunny Southern California region.

"We're pleased to now offer the San Joaquin Valley affordable and convenient air service to Southern California," Andrew C. Levy, Allegiant president, said. "We began serving Stockton in 2006 with flights to Las Vegas and we look forward to offering even more travel value to the community with our new service to Long Beach."

"For years our community has needed convenient air service from Stockton Metropolitan Airport to Southern California," airport director Susan Palmeri, said. "Today Allegiant is making our dreams come true by offering nonstop service from Stockton to Long Beach. Thank you for giving our community access to all the wonderful Southern California attractions!"

The new flights operate five times weekly between **Stockton Metropolitan Airport (SCK)** and **Long Beach Airport (LGB)** with service **Monday, Wednesday, Thursday, Friday and Sunday**. Flights depart Stockton at **11:05 a.m.** arriving in Long Beach at **12:20 p.m.** Flights leave Long Beach at **1 p.m.** arriving in Stockton at **2:15 p.m.** (all flight times are local). Allegiant began low-cost, nonstop service to Las Vegas June 16, 2006. Allegiant utilizes a 150-seat, MD-80 series, jet aircraft on the route.

Southern California is one of the most popular tourist destinations in the United States. Stretching from San Diego to the northern most outskirts of Los Angeles County, Southern California is celebrated for its breathtaking scenery, theme parks, beaches, unsurpassed shopping, diverse nightlife and renowned entertainment. With landmarks like the *Hollywood Walk of Fame*, the *Santa Monica Pier* and the *Queen Mary* to its world-famous theme parks *Disneyland*, *Universal Studios* and *SeaWorld*, Southern California is full of entertainment.

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Allegiant is more than an airline, it is a full-service travel company that offers great value to its customers through its hotel, car rental and entertainment packages. The company partners with more than 30 of Southern California's most exciting hotel properties, including: *Hyatt Regency Long Beach, Best Western Pavilions, Best Western Stovall's Inn, Crowne Plaza Anaheim Resort, Hyatt Regency Huntington Beach Resort & Spa* and *Sheraton Park Hotel at the Anaheim Resort*. The company also provides low-cost car rental service through its partnership with **Alamo Rent a Car**.

Allegiant's **\$19.99\*** one-way introductory fare is limited, must be purchased by **July 14, 2010** and is valid for travel through **Jan. 31, 2011**. Introductory fares are not available on all flights. Reservations can be made on the airline's website at [www.allegiant.com](http://www.allegiant.com) or by calling the company's travel experts at **702-505-8888**.

**About the \$19.99\* one-way fare:**

Seats are limited. Fares are one-way and not available on all flights. Must be purchased by July 14, 2010 for travel completed by Jan. 31, 2011. Offer not available Nov. 24-29, 2010, Dec. 20-31, 2010 and Jan. 1-3, 2011. Seven day advance purchase required. 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](http://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](http://www.allegiant.com). When purchased at the time of booking, a first and second 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 FREE\*\* night hotel stay:**

\*\*Offer based on a minimum three (3) night, air and hotel purchase and is valid only at select Allegiant preferred hotels in select cities. Only one night free per hotel reservation. Three nights of hotel stay must be consecutive and on same itinerary. Offer not available on all dates and not valid on previous reservations. Free night credited is based upon the lowest priced hotel night during stay. Available at select hotels in select cities.

**About Allegiant**

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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