



ALLEGIANT ANNOUNCES TWO NEW ROUTES FROM MEMPHIS AND \$1,000,000 IN FREE FLIGHT GIVEAWAY

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MEMPHIS, Tenn. March 8, 2016 — Allegiant ([NASDAQ: ALGT](#)) today announces new, nonstop service from Memphis to Destin / Fort Walton Beach and Los Angeles. In conjunction with the new route announcement, Allegiant also kicked off the upcoming summer travel season with a “\$1 Million Summer” campaign, pledging to give away \$1 million in airfare now through the end of summer. **As part of this campaign, the first 22 travelers to book their flights on the new routes will receive a refund for their round-trip airfare.***

“We’re very excited to announce these two new routes from Memphis and offer local travelers new East Coast and West Coast options for their vacations this summer,” said Jude Bricker, Allegiant chief operating officer. “The \$1 million in flight giveaways this summer will also directly affect Memphis residents, and we’re hoping to make a lasting and impactful connection with Memphis vacationers with our unique brand of travel.”

Nonstop Seasonal Service from Memphis International Airport (MEM) to:

1. **Los Angeles via Los Angeles International Airport (LAX)** - begins June 2, 2016 and ends Aug. 14 2016 with one-way fares as low as \$59**
2. **Destin / Fort Walton Beach via the Destin-Fort Walton Beach Airport (VPS)** - begins May 27, 2016 and ends Aug. 15, 2016 with one-way fares as low as \$29***

“Allegiant’s growth in Memphis is now a central part of our reinvention of air service offerings. I’m certain our community will embrace and support this Destin / Fort Walton Beach flight as a leisure destination, and additional service to LAX is another feather in our cap in providing access to the West Coast,” said Pace Cooper, chairman of the board of commissioners for the Memphis-Shelby County Airport Authority. “This signals Allegiant’s confidence in further growing their footprint going forward.”

Allegiant offers a unique travel option to Memphis travelers. Focusing on low-cost leisure travel, the company provides customers with low base fares averaging nearly half of the cost of the average domestic round-trip fare. Allegiant’s innovative business model has allowed the company to grow from one aircraft and one route just over a decade ago, to providing convenient, affordable service in over 100 communities nationwide.

*Allegiant Announcement Day Refund Eligibility

ELIGIBILITY: EMPLOYEES (AND THEIR IMMEDIATE FAMILIES) OF ALLEGIANT TRAVEL, ITS SUBSIDIARIES, VENDORS, MEDIA PARTNERS, ADVERTISING AGENCIES, TRAVEL AGENTS AND EMPLOYEES OF ASSOCIATED AIRPORTS ARE NOT ELIGIBLE. VOID WHERE PROHIBITED. FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS APPLY.

The first 22 seats purchased on each of the 22 newly announced routes will be refunded based timestamp of seat purchase. Limit one (1) refund per person. Purchases made through the Allegiant.com website or through the Allegiant Travel Center to be eligible for refund.

Twenty-two (22) refunds per new route:

- Full refund of customer’s airfare itinerary, including airfare and airfare-related ancillary fees.
- Government fees and taxes will not be refunded.



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- ELIGIBLE ROUTES: CAK-SFB, STS-LAS, MDT-MYR, ICT-SFB, LCK-JAX, FLL-VPS, STS-IWA, TUL-MSY, OKC-VPS, AVL-JAX, BLV-JAX, ELP-SFB, MEM-VPS, TYS-VPS, ABQ-AUS, ABQ-LAS, EVV-SFB, IND-JAX, MEM-LAX, TOL-MYR, RNO-LAX, SWF-MYR

Refund recipients will be notified within 48 hours of their refund. Actual refund may take 7 – 10 business days to process.

****About the introductory one-way fares:**

Seats are limited. Price includes taxes and fees. Fares are one way and not available on all flights. Must be purchased by March 14, 2016 for travel by Aug. 14, 2016. Price displayed reflects purchase by debit card; purchase by credit card subject to surcharge not to exceed \$8 each way per passenger. See Allegiant.com for details. For optional services and baggage fees, please visit Allegiant.com. Additional restrictions may apply.

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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 five consecutive years. In 2014, AVIATION WEEK ranked Allegiant the Top-Performing Airline in North America for the third consecutive year. For downloadable press kit, including photos, visit: <http://gofly.us/YFuyb>.

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