



ALLEGIANT ANNOUNCES NEW SERVICE IN SONOMA AND \$1,000,000 IN FREE FLIGHT GIVEAWAYS THIS SUMMER

[Click to tweet:](#) .@Allegiant lands in @Fly_STS with service to @LASairport & @phxmesagateway plus \$1 million in free flight giveaways <http://gofly.us/Afoyy>

SONOMA, Calif. March 8, 2016 — Allegiant ([NASDAQ: ALGT](#)) today announces new nonstop service from Sonoma to Las Vegas and Phoenix. In conjunction with the new service announcement, Allegiant also kicks 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 flights on each of the new routes will receive a refund for their round-trip airfare.***

“Allegiant is thrilled to add Sonoma to our network, giving travelers from Northern California additional travel options to visit Las Vegas and Phoenix,” said Jude Bricker, Allegiant chief operating officer. “The nonstop year-round flights will provide travelers a low fare option to two renowned vacation destinations. We’re confident these new routes will be a success this summer and beyond.”

Nonstop year-round service from Charles M. Schulz–Sonoma County Airport (STS) to:

1. **Las Vegas via McCarran International Airport (LAS)** – begins May 19, 2016 with fares as low as \$35**
2. **Phoenix via Phoenix-Mesa Gateway Airport (AZA)** – begins May 26, 2016 with fares as low as \$37**

The new flights will each operate twice weekly. Flight days, times and the lowest fares can be found only at Allegiant.com.

“We are very excited for this partnership with Allegiant. We have been courting Allegiant for many years and believe it’s a good fit for our market. The community has been requesting Las Vegas and Phoenix service for several years,” said Jon Stout, airport manager at Charles M. Schulz–Sonoma County Airport (STS). “The announcement to add Las Vegas and Phoenix /Mesa is exciting for our community, and we look forward to working together for many years.”

Allegiant offers a unique travel option to Sonoma 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 15 years 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. Offer valid through March 30, 2016.

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 Nov. 6, 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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