



ALLEGiant REPORTS JULY 2008 TRAFFIC Achieves Scheduled Load Factor Above 95%

Las Vegas, Nev., August 5, 2008/PRNewswire -- Allegiant Air, LLC, a wholly owned subsidiary of Allegiant Travel Company (NASDAQ:ALGT), today reported preliminary passenger traffic results for July 2008.

Scheduled Service

	<u>Jul. 2008</u>	<u>Jul. 2007</u>	<u>Change</u>
Passengers	362,809	315,149	15.1%
Revenue passenger miles (000)	316,369	293,130	7.9%
Available seat miles (000)	332,398	321,653	3.3%
Load factor	95.2%	91.1%	4.1 pts
Departures	2,603	2,386	9.1%
Average stage length (miles)	857	914	-6.2%

Total System*

	<u>Jul. 2008</u>	<u>Jul. 2007</u>	<u>Change</u>
Passengers	406,829	332,412	22.4%
Revenue passenger miles (000)	356,808	313,554	13.8%
Available seat miles (000)	385,303	352,397	9.3%
Load factor	92.6%	89.0%	3.6 pts
Departures	3,175	2,678	18.6%
Average stage length (miles)	819	891	-8.1%

*Total system includes scheduled service, fixed fee contract and non-revenue flying.

About the Company

Las Vegas-based Allegiant Travel Company (NASDAQ: ALGT) focuses on flying travelers in small cities to world-class leisure destinations such as Las Vegas, Nev., Phoenix, Ariz., Fort Lauderdale, Fla., Orlando, Fla. and Tampa/St. Petersburg, Fla. Through its subsidiary, Allegiant Air, LLC, 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. **ALGT/G**

Note: This press release was accurate at the date of issuance. However, information contained in the release may have changed. If you plan to use the information contained herein for any purpose, verification of its continued accuracy is your responsibility.

For further information please visit the company's investor web site: <http://ir.allegiantair.com>

Reference to the Company's web site above does not constitute incorporation of any of the information thereon into this press release.

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