



Allegiant Travel Announces Pricing of Initial Public Offering

Las Vegas, Nevada, December 7, 2006 – Allegiant Travel Company (NASDAQ: ALGT) announced today that its initial public offering of 5,000,000 shares of common stock was priced at \$18.00 per share. Allegiant has granted the underwriters a 30-day option to purchase up to an additional 750,000 of common stock to cover overallocments, if any. The common stock will trade on the NASDAQ Stock Market under the symbol “ALGT”.

Las Vegas-based Allegiant is a leisure travel company focused on linking travelers in small cities to world-class leisure destinations such as Las Vegas, Nev., Orlando, Fla. and Tampa/St. Petersburg, Fla. Allegiant operates a low-cost passenger airline marketed to leisure travelers in small cities, allowing Allegiant to sell air travel both on a stand-alone basis and bundled with hotel rooms, rental cars and other travel related services.

Merrill Lynch & Co. acted as sole book-running manager for the offering. Bear Stearns & Co. Inc. and Raymond James served as co-managers.

Proceeds from the offering are expected to be approximately \$82.3 million or \$94.9 million if the underwriters exercise their overallocation option in full, after deducting the underwriting discounts and commission and the estimated offering expenses. The proceeds from the offering will be used to retire certain indebtedness, purchase additional aircraft consistent with Allegiant's growth strategy and acquisition criteria, and for general corporate purposes, including working capital.

A registration statement relating to these securities was declared effective by the Securities and Exchange Commission on Dec. 7, 2006. This release shall not constitute an offer to sell, or the solicitation of an offer to buy, nor shall there be any sale of these securities in any jurisdiction in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

The common stock offering may be made only by means of a prospectus, copies of which may be obtained by contacting Merrill Lynch & Co., 4 World Financial Center, New York, NY 10080.

The statements in this press release that are not historical facts may be forward-looking statements. These forward-looking statements involve risks and uncertainties that could cause the outcome to be materially different.

For further information please contact:

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