



Company Profile

Allegiant is more than an airline, it's an innovative travel company dedicated to providing the best travel deals to its customers. Linking small U.S. cities to world-class leisure destinations such as Florida, Las Vegas, Phoenix, Myrtle Beach, S.C. and Southern California, Allegiant provides low-cost travel packages that include not only air, but hotel, rental car and entertainment tickets.

Allegiant was founded in 1997 in Fresno, Calif. Oct. 15, 1999, the company began scheduled passenger service between Fresno and Las Vegas utilizing a DC-9 aircraft. In December 2000, Allegiant filed for bankruptcy and Maurice J. Gallagher Jr., the major creditor of the airline, gained control of the business during reorganization. In June 2001, Gallagher restructured the airline to a low-cost model and moved the headquarters and operations to Las Vegas, where they remain today. Allegiant's unique strategy has allowed the company to remain profitable every quarter since 2003, despite industry challenges that include fluctuating fuel costs and an unstable economy. Gallagher remains Chief Executive Officer and Chairman of Allegiant.

In March 2002, Allegiant successfully exited bankruptcy and entered into a long-term contract with Harrah's to provide charter services to its casinos in Laughlin, Nev., and Reno, Nev. At the same time, the airline acquired its first MD-80 aircraft. From 2002 through 2004, the scheduled service business model was developed and, by 2004, Allegiant was flying from 13 small cities to Las Vegas offering bundled air and hotel packages. Allegiant became a public company in December 2006, under the Allegiant Travel Company name and trades on the NASDAQ under ticker ALGT. In March 2010, the company announced it signed a forward purchase agreement to acquire six Boeing 757-200 aircraft that will enable Allegiant to expand its leisure travel strategy into Hawaii with flights beginning in summer 2012. The company unveiled a brand refresh in October 2010 that included a refreshed logo with a more prominent sun design and softer lines, along with a new tag line, "Travel is our deal."

Today, the travel company continues its focus on linking travelers in small cities, generally at under-served airports that have limited or no service, to top leisure destinations. Allegiant is led by a team of successful airline industry veterans who take the proven attributes of the low-cost airline business model and creatively adapted them to best serve the company's targeted leisure clientele and destinations.

Allegiant's low-cost, high-efficiency, all-jet passenger airline offers air travel both on a stand-alone basis and bundled with travel products such as hotels, car rental and entertainment tickets. By providing bundled vacation packages at attractive prices, Allegiant makes travel not only affordable, but also convenient. Ancillary sales revenue is a significant part of the Allegiant model, and products available for purchase include advance seat assignments, priority boarding, beverages, snacks, pillows, blankets and baggage service.

The company has a considerable number of hotel partnerships in Arizona, California, Florida, Myrtle Beach, S.C., and Las Vegas. Because of the volume of bookings and breadth of these relationships, these strategic partnerships allow Allegiant to offer the best travel deals in the industry.



Allegiant currently operates a fleet of 51 MD-80 and one 757-200 Boeing series jet aircraft. Aircraft utilized in scheduled service are based at Bellingham International Airport (BLI) in Bellingham, Wash., Fort Lauderdale-Hollywood Airport (FLL) in Fort Lauderdale, Fla., McCarran International Airport (LAS) in Las Vegas, Los Angeles International Airport (LAX) in Los Angeles, Orlando-Sanford International Airport (SFB) in Sanford, Fla., Phoenix-Mesa Gateway Airport (IWA) in Mesa, Ariz., and St. Petersburg-Clearwater International Airport (PIE) in St. Petersburg, Fla.

Allegiant provides nonstop, scheduled service from more than 70 U.S. cities. In addition to its scheduled service, the airline also operates charter service throughout the U.S., Mexico and Canada. In addition to Harrah's Entertainment, the carrier's charter customers include Apple Vacations, athletic organizations, film production companies and corporations.

Additional information and reservations for the company are available at www.allegiant.com or through the company's travel experts at 702-505-8888.

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