



## ALLEGIANT ANNOUNCES NONSTOP, LOW-COST TRAVEL BETWEEN OKLAHOMA CITY AND ORLANDO WITH INTRODUCTORY ROUNDTRIP FARES AS LOW AS \$99\*

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•Allegiant Orlando B-roll footage

**OKLAHOMA CITY**, Aug. 20, 2013 — **Allegiant** ([NASDAQ: ALGT](#)) announces today new, nonstop jet service between Oklahoma City and Orlando via Orlando-Sanford International Airport, beginning Nov. 14, 2013. Today's announcement will mark the 99<sup>th</sup> U.S. city served by Allegiant's low-cost, nonstop service to popular vacation destinations, more than any other low-cost carrier in the U.S. **To celebrate, the company, known for its exceptional travel deals, will introduce the new service with roundtrip fares as low as \$99\*.**

"We are pleased to be back in Oklahoma City and bring affordable and convenient travel options to area residents," said Andrew C. Levy, Allegiant Travel Company President. "We are confident the Central Oklahoma community will appreciate the convenience of flying nonstop to Orlando and the value of bundling their air, hotel and car rental reservation together through us."

The new flights will operate twice weekly between Will Rogers World Airport (OKC) and Orlando-Sanford International Airport (SFB) year-round beginning Thursday, Nov. 14, 2013. Oklahoma City travelers can take advantage of everyday low fares and save even more when they book air, hotel, car and even activity and attraction reservations together. Flight days and times can be found at [allegiant.com](http://allegiant.com).

"We are very pleased to welcome Allegiant to the market," said Mark Kranenburg, airports director at Oklahoma City Department of Airports. "Orlando is a top destination for Oklahoma City travelers. With Allegiant's nonstop, low-fare service, our customers will have a new option for travel to the area at very competitive prices."

Allegiant differs in many ways from other U.S. airlines. The Company's sole focus is on low-cost, nonstop leisure travel, providing customers with low base fares and great value. Allegiant's innovative business model has allowed it to grow from one plane and one route just over a decade ago, to offering access to low-cost, nonstop travel to 14 vacation destinations in 99 communities nationwide. Allegiant also offers discounts on vacation packages, including hotels, rental cars and attraction tickets, through its website, [allegiant.com](http://allegiant.com).

The special \$99 roundtrip promotional fare will be available for two days only and must be purchased by Aug. 22, 2013. Subsequent introductory fares will start at \$69 one way and will be available until Aug. 27, 2013. Reservations can be made on the company's website at [allegiant.com](http://allegiant.com) or by calling the company's travel experts at 702-505-8888.

Located in the heart of Central Florida, Orlando is home to the world's most exciting theme parks and has plenty of shopping, dining, outdoor activities and entertainment. Allegiant partners with more than 60 of the Orlando area's most exciting hotel properties, provides low-cost car rental service through its partnership with Alamo Rent a Car and offers great deals on activities such as theme park tickets, dinner shows, and day tours. Oklahoma City travelers can book their entire Orlando vacation for less by visiting [allegiant.com](http://allegiant.com).

### About the \$99\* roundtrip fares:

Seats are limited. Fares are roundtrip and not available on all flights. Tickets must be purchased by Aug. 22, 2013, for travel by April 29, 2014. For baggage fees, please visit [allegiant.com](http://allegiant.com). Additional restrictions may apply.

### About the \$69\* one-way fares:

Seats are limited. Fares are one way and not available on all flights. Tickets must be purchased by Aug. 27, 2013, for travel by April 29, 2014. For baggage fees, please visit [allegiant.com](http://allegiant.com). Additional restrictions may apply.



**Allegiant, Travel is our deal.®**

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](http://allegiant.com). The company has been named one of America's 100 Best Small Companies by Forbes Magazine for four consecutive years. For downloadable press kit, including photos, visit: <http://gofly.us/SQmY7O>.

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