



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

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OKLAHOMA CITY, Okla. Mar. 8, 2016 — Allegiant ([NASDAQ: ALGT](#)) today announces new, nonstop flights from Oklahoma City, Oklahoma to Destin / Fort Walton Beach, Florida via the Destin-Fort Walton Beach Airport (VPS). In conjunction with the new route 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 their flights on the new route will receive a refund for their round-trip airfare.***

“Allegiant is very happy to give folks in Oklahoma City the opportunity to take our convenient nonstop flights to Destin’s beautiful beaches,” said Jude Bricker, Allegiant chief operating officer. “We’re sure that travelers will enjoy visiting Florida’s Emerald Coast throughout the summer.”

The flights will operate twice weekly and will fly nonstop between Will Rogers World Airport (OKC) and Destin-Fort Walton Beach Airport (VPS) beginning May 26, 2016. Allegiant, known for its exceptional travel deals, is offering one-way fares for as low as \$39.** Flight days, times and the lowest fares can be found only at [Allegiant.com](#).

“Allegiant’s new nonstop seasonal service to Destin, Florida is a welcome addition to Oklahoma City,” said Mark Kranenburg, airports director. “We are also pleased to see the continued growth of Allegiant in our market. We love the options Allegiant provides our travelers, and of course, the travelers love the low-fares.”

The new service provides Oklahoma City travelers with their only nonstop option to travel to Destin / Fort Walton Beach. Allegiant also provides ultra-low-cost, nonstop service from OKC to Las Vegas and Orlando / Sanford, Florida.

Named the “Emerald Coast” for its beautiful green waters and soft, white sand, Destin / Fort Walton Beach is one of Florida’s fastest-growing beach destinations. When not enjoying the region’s beaches, Florida’s largest fishing fleet brings in fresh seafood daily to the area’s many eateries. Family-friendly attractions such as helicopter tours and harbor cruises will also keep visitors on the move. Oklahoma City travelers can book their entire Destin / Fort Walton Beach vacation for less at [Allegiant.com](#).

Allegiant offers a unique travel option to Oklahoma City area 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 a decade 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.



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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.
- 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 Mar. 14, 2016 for travel by Aug. 14, 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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