



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

[Click to tweet:](#) .@Allegiant announces nonstop service to Jacksonville from @RickIntlAirport and \$1 million in free flight giveaway <http://gofly.us/Afoyy>

COLUMBUS, Ohio. March 8, 2016 — Allegiant ([NASDAQ: ALGT](#)) today announces new, seasonal, nonstop service between Columbus, Ohio and Jacksonville, Florida. 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 excited to grow in Columbus with this new, nonstop service to Jacksonville, Florida,” said Jude Bricker, Allegiant chief operating officer. “We know that Columbus travelers will take advantage of this additional low-cost flight to Florida from Rickenbacker International Airport.”

The seasonal flights will operate twice weekly and will fly nonstop between Rickenbacker International Airport (LCK) and Jacksonville International Airport (JAX) beginning May 25, 2016 and ending Aug. 13, 2016. The company, known for its exceptional travel deals, is offering one-way fares to Jacksonville for as low as \$47.**

Flight days, times and the lowest fares can be found only at [Allegiant.com](#).

“Jacksonville is a popular destination for Ohio travelers and we are thrilled that Allegiant will be offering the first and only nonstop flight from Columbus to Jacksonville from Rickenbacker,” said Elaine Roberts, president & CEO of Columbus Regional Airport Authority. “Allegiant continues to add more destinations to the already impressive list of vacation spots, and we expect the new Jacksonville route to yield positive results as well.”

Jacksonville, perfectly positioned along the Atlantic coast, is an exciting getaway waiting to be explored. Whether you are looking to discover the undiscovered, ignite romance, reconnect with family or be inspired by the city’s cultural offerings, unique cuisine or vivid sunrises, anything is possible in Jacksonville. Columbus travelers can book their entire Jacksonville vacation only at [Allegiant.com](#).

Allegiant offers a unique travel option to Columbus 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.

Twenty-two (22) refunds per new route:

- Full refund of customer’s airfare itinerary, including airfare and airfare-related ancillary fees.



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- 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 March 14, 2016 for travel by Aug. 13, 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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