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**ALLEGIANT AIR TO INAUGURATE SCHEDULED NON-STOP  
SERVICE BETWEEN OKLAHOMA CITY AND LAS VEGAS**

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***VEGAS FLIGHTS FROM WILL ROGERS WORLD AIRPORT***

***START OCTOBER 6***

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***Airline is Offering \$89 Introductory Fare and 2 for 1 “Fly Free” Vacation Packages***

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**FOR IMMEDIATE RELEASE—*Wednesday, August 11, 2004***

***Oklahoma City, OK*** —Allegiant Air, a Las Vegas-based low-fare airline, today announced it will offer year-round non-stop scheduled jet service and affordable vacation packages from Will Rogers World Airport in Oklahoma City to Las Vegas with flights starting October 6, 2004.

On sale beginning today, Allegiant is offering introductory fares as low as \$89 each way on flights from Oklahoma City to the fun and entertainment capital. Allegiant is also offering two-for-one “Fly Free” complete air and hotel vacation packages featuring a choice of 23 Las Vegas hotel properties.

Reservations can be made on the airline’s website at [www.allegiantair.com](http://www.allegiantair.com), through the airline’s Reservations and Information Center at 800-432-3810 and through professional travel agents.

Allegiant said the new Oklahoma City—Las Vegas service will initially operate on Wednesday, Thursday, Sunday and Monday each week, peak demand days in the market. The airline will add Friday flights on the route starting November 19.

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Allegiant will use 162-seat MD-83 aircraft on the route.

“We are extremely pleased to extend the Allegiant brand of low-fare non-stop jet service to the people of Oklahoma City and surrounding communities,” said Maurice J. Gallagher, the airline’s president & CEO. “We anticipate that travelers throughout the Oklahoma City area will welcome the new non-stops and low fares as an alternative to connecting flights or long drives to other airports.”

Gallagher said that Oklahoma City represents the 14<sup>th</sup> city in the Allegiant route network with non-stop flights to Las Vegas.

“Las Vegas is an extremely popular destination for Oklahoma City travelers,” says airport director, Luther E. Trent. “The new service provided by Allegiant Air offers a very convenient and affordable option for the traveling public. This is an excellent addition to air service in our market.”

According to Allegiant, starting Wednesday, October 6 flights will depart Oklahoma City at 7:10 PM arriving in Las Vegas at 7:55 PM. Flights leaving Las Vegas will depart at 2:00 PM arriving in Oklahoma City at 6:30 PM (all flight times are local).

**ALLEGIANT AIR**  
**OKLAHOMA CITY—LAS VEGAS FLIGHT SCHEDULE**

Oklahoma City to Las Vegas

<u>Depart</u>	<u>Arrive</u>	<u>Frequency</u>
7:10 P*	7:55P	Wed, Thu, Fri, Sun, Mon.

Las Vegas to Oklahoma City

<u>Depart</u>	<u>Arrive</u>	<u>Frequency</u>
2:00P	6:30P	Wed, Thu, Fri, Sun, Mon

\* All times shown are local. (Friday flights start November 19.)

Allegiant’s \$89 introductory fare must be purchased by September 15, 2004 and is valid for travel on Sunday, Monday and Wednesday departures from Oklahoma City and Wednesday, Thursday and Friday flights from Las Vegas from October 6 through November 23, 2004. During the introductory sale period, Thursday and Friday departures from Oklahoma City and Sunday and Monday flights from Las Vegas are priced at \$99 each way. Seats at the sale price are limited and subject to availability. After the introductory fare period, regular one-way fares on the route range from \$99 to

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\$189. (Fares quoted do not include PFC's, segment fees, and security fees up to \$8.60 per segment.)

Allegiant Vacations, the airline's vacation division featuring complete air and hotel Las Vegas vacation packages, is enticing Oklahoma City travelers to "Fly Free" on Allegiant Air when they buy one of the airline's vacation packages. Allegiant said that when a customer buys one of its two, three, four or five night Allegiant Vacations complete air and hotel packages, a second person on the package will "fly free."

For example, a Las Vegas vacation package with a Monday outbound flight from Oklahoma City and Wednesday return, inclusive of roundtrip non-stop air service on Allegiant Air and two hotel nights at the Four Queens hotel, will cost \$133 per person based on double occupancy compared to \$242 (post sale) per person at the normal package rate, a savings of \$109 per person. (Prices do not include PFC's and segment fees of \$13.50 per person.)

Allegiant said the offer applies to travel on vacation packages from Will Rogers Airport from October 6 to November 23, 2004. The "Fly Free" vacation packages to Las Vegas must be booked by September 22, 2004 and seats are limited. (These fares are non-refundable.)

"These special offers, and the tremendous value they represent, are intended to enable Oklahoma City travelers the opportunity to experience the service and convenience of Allegiant Air and Allegiant Vacations," said Ponder Harrison, Managing Director for Allegiant. "Once people fly us, we know they'll want to come back again."

Allegiant Vacations offers a choice of 23 Las Vegas hotel properties including the Venetian, Paris, MGM Grand, Monte Carlo, Mirage, Golden Nugget, Excalibur, Tropicana, Bally's, Flamingo, Four Queens, Riviera, Frontier, Luxor, Circus Circus, Imperial Palace, Hotel San Remo, Gold Coast, Boardwalk, Westin Causarina, Stardust, Orleans and Plaza.

### **About the Company**

Allegiant is an all-jet, low-fare, low cost passenger airline providing high quality customer service. At Allegiant, all seats are assigned, all travel is ticketless, all fares are one-way and a Saturday night stay is never required. The airline features 23 Las Vegas

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hotel properties in its Allegiant Vacations air-and-hotel vacation package program. From its base in Las Vegas, Allegiant provides non-stop service to Colorado Springs, Colo.; Fresno, Calif.; Wichita, Kan.; Des Moines, Iowa; Lansing, Mich.; Fort Collins/Loveland, Colo., Peoria, Ill.; Sioux Falls, South Dakota; Bismarck, North Dakota; Cedar Rapids, Iowa; Bellingham, Wash.; Redding, Calif.; Madison, Wis. starting September 30; and Oklahoma City, Okla. starting October 6. The airline also operates charter service throughout the U.S. to Mexico and Canada. The carrier's charter customers include Harrah's Resorts, Apple Vacations, U.S. Forest Service, collegiate athletic organizations, film production companies and corporations.

Allegiant's fleet includes nine jet aircraft, including two 130-seat MD-87s and seven 162 seat MD-82/83's. The airline has contracted for the purchase of additional aircraft to be delivered in 2004.

Allegiant Air is a privately owned airline founded in 1997. The airline's headquarters are in Las Vegas.

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