



M. Ponder Harrison Transitions From Executive to Strategic Advisory Role at Allegiant

LAS VEGAS, Aug 24, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- M. Ponder Harrison, Managing Director - Sales & Marketing of Allegiant Travel Company, has informed Allegiant of his decision to resign from his current role as an executive officer of the Company, where he has been a part of senior management since 2002. He plans to remain affiliated with Allegiant in a strategic advisory capacity.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060516/LATU102LOGO>)

Maurice J. Gallagher, CEO of Allegiant said, "Ponder has advised me of his decision to step away from his daily duties as an executive officer at Allegiant. I have known and worked with Ponder for over 16 years, both at Allegiant and at prior companies. Ponder's contributions to our organization during the past seven years have been immeasurable as he has built, in many cases largely from scratch, and directed our Ancillary Revenue, Marketing, Pricing, Distribution (Internet / Website), In-Flight and People Services teams. He has been a trusted confidant as well as a valuable and committed member of our senior management group. Last but not least, Ponder is a good friend of mine and many others at the company.

"While we will miss Ponder's day-to-day participation, we are fortunate twice-over. First, Ponder has agreed to accept a non-executive role that will allow us to continue to leverage his experience and creativity in the service of the Company. Secondly, one of Ponder's most important accomplishments has been to assemble an outstanding team of direct reports who are fully capable of assuming his duties. In that regard we are particularly pleased to announce the promotion of Tyri Squyres, our long-time and highly-effective Director of Corporate Communications, to the position of Vice President of Marketing & Sales, with responsibility for Marketing and Distribution. People Services will now report to me, while Andrew Levy, our CFO and Managing Director, Planning, will take responsibility for In-Flight, Pricing & Ancillary Revenue."

Ponder Harrison stated, "I have commuted between Atlanta and Las Vegas for the past two years balancing the responsibilities of my family and the Company. At this time I have elected to put my family first and therefore must relinquish my daily executive duties at Allegiant. Allegiant is unique in many positive ways, and it's been a great privilege to be part of its creation and development during the past seven years. Thanks to the efforts of an exceptional management group and thousands of dedicated Team Members, Allegiant is well positioned to continue its growth as a leader in the leisure travel industry. I am confident the future is bright for this distinct and successful business model. Furthermore, I am excited to continue serving the organization in a strategic advisory role and will remain focused on creating value for Company shareholders."

About the Company

Las Vegas-based Allegiant Travel Company (Nasdaq: ALGT) focuses on flying travelers in small cities to world-class leisure destinations such as Las Vegas, Los Angeles, Phoenix, Fort Lauderdale, Fla., Orlando, Fla. and Tampa/St. Petersburg, Fla. Through its subsidiary, Allegiant Air, LLC, the Company operates a low-cost, high-efficiency, all-jet passenger airline offering air travel both on a stand-alone basis and bundled with hotel rooms, rental cars and other travel related services. ALGT/G

Note: This press release was accurate at the date of issuance. However, information contained in the release may have changed. If you plan to use the information contained herein for any purpose, verification of its continued accuracy is your responsibility.

For further information please visit the company's investor web site: <http://ir.allegiantair.com>

Reference to the Company's web site above does not constitute incorporation of any of the information thereon into this press release.

SOURCE Allegiant Travel Company

<http://ir.allegiantair.com>

Copyright (C) 2009 PR Newswire. All rights reserved