



## ALLEGIAN'T LANDS IN ROCHESTER WITH LOW-COST, NONSTOP FLIGHTS TO FORT LAUDERDALE WITH FARES AS LOW AS \$83

[Click to tweet:](#) .@AllegiantTravel announces its arrival in Rochester with nonstop flights to Fort Lauderdale <http://gofly.us/Afoyy>

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•Allegiant Fort Lauderdale B-roll footage

**ROCHESTER, N.Y.** June 23, 2015 — **Allegiant** ([NASDAQ: ALGT](#)) today announces its arrival in Rochester with new, low-cost, nonstop jet service to Fort Lauderdale beginning Oct. 9, 2015. **To celebrate these new flights from Rochester, the company is offering exclusively low fares as low as \$83\* one way.**

For a limited time, Rochester travelers can also save even more on their Allegiant vacation to Fort Lauderdale by using the **promo code FLL100 for \$100\*\* off an air+hotel package.**

"It's always great when we get to expand our service to a brand-new market, and we're excited to offer our ultra-low fares to Rochester travelers," said Jude Bricker, Allegiant Travel Company senior vice president of planning. "We look forward to offering nonstop flights to Fort Lauderdale from this new market, and to Rochester travelers enjoying the convenience and affordability of Allegiant."

The new year-round flights will operate twice weekly and will fly nonstop between the Greater Rochester International Airport (ROC) and Fort Lauderdale / Hollywood International Airport (FLL). Flight days, times and the lowest fares can be found only at [Allegiant.com](#).

"Monroe County is excited to welcome Allegiant to the Greater Rochester International Airport," said Monroe County Executive, Maggie Brooks. "We've implemented a targeted strategy to increase affordable air service, especially to destinations not currently served. Allegiant's new nonstop air service to Fort Lauderdale will provide better access to destinations in Florida and give local travelers one more reason to choose ROC."

Located in the center of Florida's Gold Coast, Fort Lauderdale offers the ultimate escape to sunny South Florida. Allegiant partners with more than 20 of the 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 local activities. Rochester travelers can book their entire Fort Lauderdale vacation for less by visiting [Allegiant.com](#).

Focusing on low-cost leisure travel, Allegiant provides customers with low base fares averaging nearly half of the cost of the average domestic round-trip fare. The 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.

### **\*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 June 26, 2015 for travel by Feb. 16, 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.

### **\*\*About the FLL100 promo code:**

The \$100 off an air+hotel package is valid for new round-trip reservations between Greater Rochester International Airport (ROC) and Fort Lauderdale / Hollywood International Airport (FLL) with at least four (4) consecutive Fort Lauderdale hotel



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nights on the same reservation. To receive the discount, enter the promo code FLL100 in the shopping cart at [Allegiant.com](http://Allegiant.com). Must be purchased by July 10, 2015 for travel by Feb. 16, 2015. 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](http://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/LSz8Q>.

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