



November 28, 2012

PHILIPPINE STOCK EXCHANGE, INC.
3rd Floor, Tower One and Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Gentlemen:

Please find attached a copy of SEC Form 17-C of Cebu Air, Inc. which we are filing with the Securities and Exchange Commission regarding a press release entitled "CEB flies close to 9.8 million passengers from January to September 2012".

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "R. Rivera".

ROSALINDA F. RIVERA
Corporate Secretary

/mhd

Airline Operations Center, Manila Domestic Airport, Pasay City, Philippines
Trunkline: (632) 802-7000



COVER SHEET

SEC Registration Number

1 5 4 6 7 5

CEBU AIR, INC.

(Company's Full Name)

AIRLINE OPERATIONS CENTER,
DOMESTIC ROAD, PASAY CITY

(Business Address: No. Street City/Town/Province)

Atty. Rosalinda F. Rivera
Corporate Secretary

(Contact Person)

802-7000

(Company Telephone Number)

1 2 3 1

Month Day
(Fiscal Year)

1 7 - C

(Form Type)

Fourth Thursday of June

Month Day
(Annual Meeting)

Press Release

"CEB flies close to 9.8 million passengers from January to September 2012"

N/A

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier

STAMPS

Remarks: Please use BLACK ink for scanning purposes.

SECURITIES AND EXCHANGE COMMISSION

SEC Form 17-C

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2(c) THEREUNDER

1. **November 28, 2012**
(Date of Report)
2. SEC Identification No. **154675** 3. BIR TIN: **948-229-000**
4. **CEBU AIR, INC.**
(Exact name of issuer as specified in its charter)
5. **Cebu City, Philippines** 6. (SEC Use Only)
(Province, country or other jurisdiction of Industry Classification Code:
incorporation)
7. **2nd Floor Doña Juanita Marquez Lim Building**
Osmeña Blvd., Cebu City
(Address of principal office) (Postal Code)
8. **(632) 802-7000**
(Issuer's Tel. No., including area code)
9. **NA**
(Former name or former address, if changed since last report)
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the
RSA:

Title of Each Class

Number of Shares of Common Stock
Outstanding and Amount of Debt Outstanding

Common

605,953,330

SEC FORM 17-C

CEBU AIR, INC.

11. **Item 9 – Other Events**

Please see attached press release entitled “CEB flies close to 9.8 million passengers from January to September 2012”.

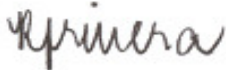
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SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Cebu Air, Inc.
(Issuer)

November 28, 2012
(Date)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)

CEB flies close to 9.8 million passengers from January to September 2012

Posts 12% passenger growth

The Philippines' largest national flag carrier, Cebu Pacific (PSE: CEB) flew close to 9.8 million passengers from January to September 2012, an increase of 12% compared to 8.7 million passengers flown in the same period last year.

CEB's passenger growth from January to September 2012 was driven mainly by the strengthening of the airline's domestic route network out of Cebu, and additional capacity to key international destinations.

"We were able to increase passengers from Cebu to Visayas by 47%, to Luzon by 42%, and to Mindanao by 30%. This best illustrates the Cebu Pacific effect—whenever we enter new markets or add capacity, we effectively stimulate travel and enable every *Juan* to fly with our trademark low fares," said CEB VP for Marketing and Distribution Candice Iyog.

Notable growth can also be seen in CEB's international passengers to and from Malaysia (19%), Taiwan (25%), mainland China (29%) and Brunei (24%).

"Cebu Pacific remains on track with hitting its 14 million passenger target for 2012. We launched 10 domestic routes in October, as well as the first international flights out of Iloilo, CEB's Iloilo-Hong Kong and Iloilo-Singapore services, in November. We will also launch Cebu-Bangkok and Cebu-Kuala Lumpur services in December," Iyog said.

Last November 15, 2012, CEB also awarded its 70 millionth passenger, a milestone reached less than two years after President Benigno Aquino III awarded CEB's 50 millionth passenger.

"We look forward to expanding even further next year, especially when we announce our first long-haul destination," she added.

CEB currently operates 10 Airbus A319, 22 Airbus A320 and 8 ATR-72 500 aircraft. Its fleet of 40 aircraft is one of the most modern aircraft fleets in the world. Between 2012 and 2021, Cebu Pacific will take an additional 19 Airbus A320 and 30 Airbus A321neo aircraft. It is slated to begin long-haul services in the 3rd quarter of 2013, with the arrival of 2 Airbus A330-300 aircraft.

About Cebu Air Inc. (PSE: CEB)

Cebu Air Inc. is the largest carrier in the Philippine air transportation industry, offering its low-cost services to more destinations and routes with higher flight frequency within the Philippines than any other airline.