



January 6, 2011

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 "Cebu Pacific Air flies 50 millionth passenger to Beijing, China".

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) 852-2328



COVER SHEET

1 5 4 6 7 5

SEC Registration Number

C E B U A I R , I N C .

(Company's Full Name)

A I R L I N E O P E R A T I O N S C E N T E R ,
D O M E S T I C R O A D , P A S S A Y C I T Y

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

Atty. Rosalinda F. Rivera
Corporate Secretary

(Contact Person)

852-2328

(Company Telephone Number)

1 2

Day (Fiscal Year)

3 1

Month (Form Type)

1 7 - C

Month Day

Fourth Thursday of June

(Annual Meeting)

Press Release "Cebu Pacific Air flies 50 millionth passenger to Beijing, China"

N/A

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

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. **January 6, 2011**
(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. **Metro Manila, 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) 852-2328**
(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****613,236,550**

SEC FORM 17-C

CEBU AIR, INC.

11. **Item 9 – Other Events**

Please see attached press release entitled “Cebu Pacific Air flies 50 millionth passenger to Beijing, China”.

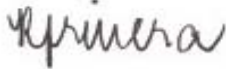
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SIGNATURES

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)

January 6, 2011
(Date)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)

Cebu Pacific Air flies 50 millionth passenger to Beijing, China **Fueled and strongly positioned for rapid growth in the next four years**

January 6, 2011—The Philippines' largest national flag carrier, Cebu Pacific (CEB) reached a milestone today when it flew its 50 millionth passenger from Manila's Ninoy Aquino International Airport Terminal 3 (NAIA T3) to Beijing, China.

CEB first flew daily flights from Manila to Cebu and Iloilo utilizing four aircraft in March 1996. It began operating as a full fledged low-cost carrier (LCC) in 2005.

"As the first low-fare airline in Asia, Cebu Pacific considers this a major achievement. Since 1996, we have grown to become the Philippines' number one airline, offering the most number of flights and operating the most extensive route network in the Philippines, and flying to the most ASEAN destinations," said CEB President and CEO Lance Gokongwei.

"What we achieved in 14 years, we plan to achieve by 2015. That is, we will fly 50 million more passengers in four years," he added.

Philippine President Benigno S. Aquino III together with CEB President and CEO Lance Gokongwei awarded the 50 millionth passenger a one-year unlimited travel pass to any of Cebu Pacific Air's 16 international or 33 domestic destinations.

"The launch of our Beijing flights last September strengthened our operations in Greater China, contributing to the 37% growth in CEB's international operations in the first nine months of 2010. With the expected delivery of more brand-new aircraft, we are in a great position to expand in Asia," Gokongwei said.

CEB will take delivery of 5 more brand-new Airbus A320 this year. It will end 2011 with a fleet of 37 aircraft and an additional 16 Airbus A320 aircraft will be delivered from 2012 to 2014.

He added, "Our transfer of both international and domestic operations in NAIA T3 in 2008 has allowed us to provide a better airport experience to our passengers. Our home at NAIA T3 is the only airport facility that can support our rapid expansion."

"Cebu Pacific Air's trademark low fares and innovative products, coupled with warm and genuine Filipino service, will continue to stimulate travel and tourism within the Philippines and beyond," he concluded.

The Philippines' low fare leader, CEB operates services to 16 international destinations, namely: Bangkok, Beijing, Brunei, Busan, Guangzhou, Ho Chi Minh, Hong Kong, Jakarta, Kota Kinabalu, Kuala Lumpur, Macau, Osaka, Seoul (Incheon), Shanghai, Singapore, and Taipei. It also flies to 33 domestic destinations from its four operational hubs in Manila, Clark, Cebu, and Davao.