



June 16, 2011

PHILIPPINE STOCK EXCHANGE, INC.  
3<sup>rd</sup> 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 doubles fleet again with new USD3.8B Airbus Deal".

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





## 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. **June 16, 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. **Cebu City, Philippines**                      6.  (SEC Use Only)  
(Province, country or other jurisdiction of      Industry Classification Code:  
incorporation)
7. **2<sup>nd</sup> 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****611,236,550**

**SEC FORM 17-C**

**CEBU AIR, INC.**

11. **Item 9 – Other Events**

**Please see attached press release entitled “CEB doubles fleet again with new USD3.8B Airbus Deal”.**

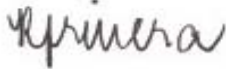
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**SIGNATURES**

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)

**June 16, 2011**  
(Date)



**ROSALINDA F. RIVERA**  
**Corporate Secretary**  
(Signature and Title)

## **CEB doubles fleet again with new USD3.8B Airbus Deal**

The Philippines' largest national flag carrier, Cebu Pacific (PSE:CEB) announced today that it has ordered 30 new Airbus A321neo and 7 A320 aircraft. The order at list price is valued at approximately USD3.8 billion, the largest single aircraft order ever made by a Philippine carrier.

CEB turned into firm orders its existing options for 7 Airbus A320 aircraft, and has placed a new order for thirty (30) A321neo (New Engine Option) aircraft with options for a further ten (10) A321neos. The A321neos will be a first of its type to operate in the Philippines, being a larger and longer-haul version of the familiar Airbus A320.

The said orders for A320 and A321neo aircraft will be delivered between 2015 and 2021. These are on top of firm orders for 18 Airbus A320 aircraft to be delivered from the 2nd half of 2011 until 2014. This increases Cebu Pacific's total firm orders of Airbus aircraft to 55.

"Cebu Pacific has made the largest firm order for the Airbus A321neo aircraft in the world. These 220-seater aircraft will be a real 'game changer' for Cebu Pacific because the A321neo will have a much longer range. We will be able to serve cities in Australia, India and Northern Japan, places the A320 cannot reach," said CEB CEO and President Lance Gokongwei.

"The aircraft will reduce our unit cost per seat to a level that cannot be achieved flying A320s. This means that Cebu Pacific will be able to offer even lower fares to our guests and be much more competitive with anyone flying less cost efficient aircraft. This will allow us to create highly skilled, highly paid airline jobs for Filipino pilots, cabin crew and airline staff," added Gokongwei.

Cebu Pacific currently utilizes 33 brand-new aircraft, 25 of which are from the Airbus A320 family and 8 ATR turbo-prop aircraft. By 2021, CEB will more than double its fleet and triple its capacity.

John Leahy, Airbus Chief Operating Officer, Customers, said, "With the A321neo, Cebu Pacific will be able to fly more people further at significantly lower cost per seat than any other competing aircraft, and with less impact on the environment."

The A321neo is the largest model in the recently launched A320neo series. It incorporates new engines and large wing-tip devices called sharklets, allowing CEB to achieve 15% reduced fuel burn, and function on a lower operating cost.

The new engine types offered on the A320neo are CFM International's LEAP-X and Pratt & Whitney's PurePower PW1100G. Cebu Pacific has not made an engine choice at this time.

Since its inception in 1996, the Philippines' low-fare pioneer, CEB, had already flown 50 million passengers and counting. It broke local aviation records for passengers carried in a month in April and May of 2011, carrying more than 1 million passengers per month.

This year, CEB will carry more than 12 million passengers. It achieved a year-on-year growth of 19% in 2010.

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### **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.