



July 7, 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 which we are filing with the Securities and Exchange Commission regarding the results of the Organizational Meeting of the Board of Directors of Cebu Air, Inc. held on July 7, 2011.

Thank you.

Very truly yours,

A handwritten signature in black ink that reads "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. **July 7, 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 4 - Resignation, Removal or Election of Registrant's Directors or Officers**

The following were appointed at the Organizational Meeting of the Board of Directors of Cebu Air, Inc. held on July 7, 2011:

**A. Officers**

<b>1. Ricardo J. Romulo</b>	<b>Chairman</b>
<b>2. Lance Y. Gokongwei</b>	<b>President and Chief Executive Officer</b>
<b>3. Bach Johann M. Sebastian</b>	<b>Senior Vice President – Chief Strategist</b>
<b>4. Hansley Heinrich C. See</b>	<b>Chief Financial Officer</b>
<b>5. Victor Emmanuel B. Custodio</b>	<b>Vice President</b>
<b>6. Rosita D. Menchaca</b>	<b>Vice President</b>
<b>7. Candice Jennifer A. Iyog</b>	<b>Vice President</b>
<b>8. Joseph G. Macagga</b>	<b>Vice President</b>
<b>9. Antonio Jose L. Rodriguez</b>	<b>Vice President</b>
<b>10. Robin C. Dui</b>	<b>Vice President</b>
<b>11. Jeanette U. Yu</b>	<b>Vice President – Treasurer</b>
<b>12. Michael S. Shau</b>	<b>Vice President</b>
<b>13. Alejandro B. Reyes</b>	<b>Vice President</b>
<b>14. Rosalinda F. Rivera</b>	<b>Corporate Secretary</b>
<b>15. William S. Pamintuan</b>	<b>Assistant Corporate Secretary</b>

**B. Members of the Executive Committee of the Board of Directors**

- 1. Ricardo J. Romulo**
- 2. John L. Gokongwei, Jr.**
- 3. James L. Go**
- 4. Lance Y. Gokongwei**
- 5. Antonio L. Go**

**C. Members of the Audit Committee**

- 1. John L. Gokongwei, Jr.**
- 2. James L. Go**
- 3. Lance Y. Gokongwei**
- 4. Frederick D. Go**
- 5. Antonio L. Go (independent director)**
- 6. Oh Wee Khoon (independent director)**

**D. Members of the Nomination Committee**

1. **John L. Gokongwei, Jr.**
2. **James L. Go**
3. **Lance Y. Gokongwei**
4. **Frederick D. Go**
5. **Oh Wee Khoon (independent director)**

**E. Members of the Remuneration and Compensation Committee**

1. **John L. Gokongwei, Jr.**
2. **James L. Go**
3. **Lance Y. Gokongwei**
4. **Frederick D. Go**
5. **Antonio L. Go (independent director)**

**Mr. Antonio L. Go was appointed Chairman of the Audit Committee to hold office until his successor shall have been elected and qualified.**

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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)



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

**July 7, 2011**  
(Date)