



July 18, 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 "CEB flies over 3.1 million passengers in Q2, posts 15% growth".

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. **July 18, 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. **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****611,236,550**

SEC FORM 17-C

CEBU AIR, INC.

11. **Item 9 – Other Events**

Please see attached press release entitled “CEB flies over 3.1 million passengers in Q2, posts 15% growth”.

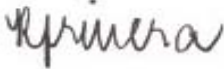
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SIGNATURES

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)

July 18, 2011
(Date)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)



CEB flies over 3.1 million passengers in Q2, posts 15% growth International traffic up 21%

The Philippines' largest national flag carrier, Cebu Pacific (PSE:CEB) flew over 3.1 million passengers from April to June 2011 (Q2), exceeding its record Q2 2010 passenger records and load factors.

CEB posted a 15% system-wide year-on-year growth, with the number of international passengers up by 21%. The airline's domestic passengers also increased by 13%, compared to the same Q2 period last year.

The airline flew over 683,000 international and more than 2,428,000 domestic passengers in the 2nd quarter of 2011, compared to more than 2.7 million passengers in the 2nd quarter of 2010. These Q2 figures keep the airline on track in achieving its 12 million-passenger target in 2011.

It also achieved a record 89% load factor in Q2, surpassing the load factors in the 1st quarter of 2011 (87%) and 2nd quarter of 2010 (88%).

"CEB posted strong growth figures in the 2nd quarter of 2011, given its trademark lowest fares, extensive route network and innovative travel services. April and May are seasonally the strongest in domestic travel, and we will remain consistent in growing the market so every *Juan* gets the chance to fly," said CEB VP for Marketing and Distribution Candice Iyog.

"We will continue to expand internationally, consistent with our goal to bring more tourists to and from the Philippines. CEB's international passengers increased in the 2nd quarter, owing to our increased flight frequencies and direct flights from international destinations to Manila, Cebu and Clark," she added.

Passengers to and from Singapore increased by 22% year-on-year. Meanwhile, passengers to and from North Asia grew by 13%, led by Taiwan (up by 66%), South Korea (up by 42%) and China (up by 38%).

"As we accept delivery of more brand-new aircraft orders in the last week of September and October 2011, we will continue offering the lowest fares to all the destinations we serve. CEB is slated to begin its Tawi-Tawi to Zamboanga flights, as well as its Cagayan de Oro-Iloilo service on October 14, further expanding CEB's network in the Philippines," Iyog said.

For bookings and inquiries, guests can go to www.cebupacificair.com or <http://funtours.cebupacificair.com> (for Fun Tours packages), or call the reservation hotlines (02) 7020-888 or (032) 230-8888. The latest seat sales and promos can also be found on CEB's official Twitter and Facebook pages.

CEB currently operates 10 Airbus A319, 15 Airbus A320 and 8 ATR-72 500 aircraft. By the end of 2011, CEB will be operating a fleet of 37 aircraft – with an average age of less than 3.5 years – one of the most modern aircraft fleets in the world. Between 2012 and 2021, Cebu Pacific will take delivery of 23 Airbus A320 and 30 Airbus A321neo aircraft orders, and 2 Airbus A320 aircraft on operating lease agreements.

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.