



July 27, 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 now top airline in Davao, gains 44% market share in Q2".

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



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)

852-2328

(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 now top airline in Davao, gains 44% market share in Q2"

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. **July 27, 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 now top airline in Davao, gains 44% market share in Q2”.**

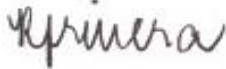
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SIGNATURES

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 27, 2011**  
(Date)



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

## **CEB now top airline in Davao, gains 44% market share in Q2**

The Philippines' largest national flag carrier, Cebu Pacific (PSE:CEB) carried the most number of passengers to and from Davao in the 2<sup>nd</sup> quarter of 2011 (Q2), gaining 44.4% of the local market share in the Philippines' main southern hub.

CEB already flies the most passengers and operates the most number of flights, routes and seats to and from Cebu, the country's 2<sup>nd</sup> largest city. From Manila, it flies to the most extensive network in the Philippines with 30 domestic destinations.

In Q2 this year, CEB flew 318,694 passengers, at least 130,000 more than three other airlines operating to and from Davao. From April to June 2011, CEB operated with an 85% load factor.

The airline operates the most number of flights to and from Davao, with up to 45x weekly flights to and from Manila, and 24x weekly flights to and from Cebu.

CEB also operates its Davao-Zamboanga and Davao-Iloilo routes daily, while it offers 4x weekly Davao-Cagayan de Oro flights.

"Cebu Pacific saw a lot of record-breaking figures from April to June this year, and now we offer the most routes and flights to and from Davao, as well as flying the most passengers. We will continue offering our trademark low fares to further stimulate travel and trade in Southern Philippines, with Davao as the main hub," said CEB VP for Marketing and Distribution Candice Iyog.

"In fact, CEB will begin adding flights to Davao this October, with the delivery of our 2<sup>nd</sup> brand-new Airbus A320 aircraft this year. We hope more guests will take advantage of our multiple flight options and lowest fares when planning their travels," she added.

Starting October 1, 2011, CEB will add 4x weekly flights from Manila to Davao, making it a 7x daily service. It will add a daily Manila-Davao flight on October 7, 2011, making it an 8x daily service.

The airline's Cebu-Davao-Cebu service will also increase from 24x weekly to 28x times weekly starting October 14, 2011, increasing connectivity between Visayas and Mindanao's largest cities.

For bookings and inquiries, guests can go to [www.cebupacificair.com](http://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.

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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.