



August 12, 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 carries most cargo in 1st half of 2011".

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. **August 12, 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 carries most cargo in 1st half of 2011”.

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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)

August 12, 2011
(Date)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)

CEB carries most cargo in 1st half of 2011

The Philippines' largest national flag carrier, Cebu Pacific (PSE:CEB) claims the number one spot again when it comes to domestic cargo loads, with a 46% market share from January to June 2011 (1H) as per recently released Civil Aeronautics Board data.

CEB carried 37.5 million kilograms in cargo in 1H, besting the combined cargo loads carried by both Philippine Airlines and AirPhil Express.

The airline increased domestic capacity by 5.5% in 1H, with the addition of brand-new Airbus A320 aircraft last December 2010 and January 2011. Its brand-new aircraft fleet is used to operate the most extensive route network in the Philippines, with hubs in Manila, Clark, Cebu and Davao.

CEB carried 4.56 million passengers to its 33 domestic destinations in the first half of 2011, with a 90% load factor.

"We are very happy with this achievement since it highlights our extensive domestic network within the country, and our convenient flight frequencies. Cargo forwarders and shippers trust CEB to bring their valuable cargo on 51 domestic routes in the country in the soonest possible time," said CEB VP for Marketing and Distribution Candice Iyog.

The airline will launch its daily Zamboanga to Tawi-Tawi and thrice weekly Cagayan de Oro to Iloilo routes on October 14, 2011, providing more cargo options.

"CEB Cargo currently services more than five hundred accounts, tailor-fitting cargo products to the clients' domestic and international cargo needs. This includes express cargo service, seamless transshipment, and 15 interline partnerships for worldwide reach," said Iyog.

To inquire more about CEB cargo, forwarders and shippers can call (02) 290-5321 or 22 or email cargocare@cebupacificair.com <<mailto:cargocare@cebupacificair.com>> . The most updated flight schedules are available at www.cebupacificair.com <<http://www.cebupacificair.com/>> .

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.