



August 25, 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 offers largest seat capacity in the Philippines".

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 25, 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 offers largest seat capacity in the Philippines”.

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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 25, 2011**  
(Date)



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

## **CEB now offers largest seat capacity in the Philippines**

The Philippines' largest flag carrier, Cebu Pacific (PSE:CEB) is the largest airline in terms of seat capacity operating to, from and within the Philippines, according to a Centre for Asia Pacific Aviation (CAPA) article released last August 21, 2011.

CAPA named the top 10 carriers in the Philippines by capacity, or seats per week based on August 22-28, 2011 CAPA and Innovata data.

CEB offers 258,120 seats, with its fleet of 100% brand-new 8 ATR 72-500, 10 Airbus A319 and 15 Airbus A320 aircraft.

Meanwhile, CAPA reported the following seat capacity offered by other airlines: Philippine Airlines (220,302), Airphil Express (103,102), Zest Air (77,232), Cathay Pacific Airways (29,170), Asiana Airlines (17,624), Korean Air Lines (12,996), Singapore Airlines (12,600), SEAir (11,436), and Delta Air Lines (10,478).

“CEB is now the largest airline operating to, from and within the Philippines, based on not only the number of domestic and international passengers flown, but also total domestic and international seat capacity,” said CEB VP for Marketing and Distribution Candice Iyog.

“Our 1<sup>st</sup> half 2011 profit figures remain in the black despite high fuel costs earlier this year, a feat we owe to reduced operational costs and higher ancillary revenue. CEB will continue to grow its domestic and international operations for the benefit of more passengers,” she added.

CEB ranked fifth most profitable leading value airline in the world, according to Air Transport World's World Airline Report last July 2011.

It is set to open its 50<sup>th</sup> domestic destination Tawi-Tawi, and launch its newest domestic route Cagayan de Oro to Iloilo in October. This is in time with the delivery of four more brand-new Airbus A320 aircraft in the last four months of 2011.

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.