



January 12, 2012

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 posts 14% growth, flies close to 12M passengers in 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) 802-7000





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. **January 12, 2012**  
(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**  
(Province, country or other jurisdiction of incorporation)
6.  (SEC Use Only)  
Industry Classification Code:
  
7. **2<sup>nd</sup> Floor Doña Juanita Marquez Lim Building**  
**Osmeña Blvd., Cebu City**  
(Address of principal office) (Postal Code)
  
8. **(632) 802-7000**  
(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**

**605,953,330**

**SEC FORM 17-C**

**CEBU AIR, INC.**

11. **Item 9 – Other Events**

Please see attached press release entitled “CEB posts 14% growth, flies close to 12M passengers in 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)

**January 12, 2012**  
(Date)



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

## **CEB posts 14% growth, flies close to 12M passengers in 2011**

Grows international market by 22%

The Philippines' largest national flag carrier, Cebu Pacific (PSE: CEB) flew close to 12 million passengers from January to December 2011, an increase of 14% over 10.5 million passengers in 2010.

CEB's passenger growth was mainly driven by a 22% increase in international passengers, which numbered over 2.72 million in 2011. CEB added flights to Hong Kong, Kuala Lumpur, Brunei, Singapore, Ho Chi Minh, Seoul and Bangkok since the start of 2011 to meet travel demand.

Meanwhile, the airline flew 9.22 million domestic passengers, up by 12% from 8.23 million in 2010. CEB attributes these increases to capacity additions to key destinations, lower fares due to the unbundling of baggage allowance, and the arrival of five brand-new Airbus A320 aircraft in 2011.

2011 domestic load factor was 88%, 2 percentage points higher than in 2010. The average load factor for the year for both domestic and international routes was 86%, an increase compared to 85% last year. Load factor refers to how full the flights are.

"CEB was able to add 13% more seat capacity in 2011, and this translates to more flights for passengers and the continuous expansion of the airline within the Philippines and Asia," said CEB VP for Marketing and Distribution Candice Iyog.

Last January 2011, President Benigno Aquino III and CEB President and CEO Lance Gokongwei awarded its 50 millionth passenger with an unlimited one-year travel pass.

It also bagged the Budgie\$ Friendliest LCC Award at the 2011 Low-Cost Airlines World Asia-Pacific Conference in Singapore, and bested others with a 3rd Best Budget Airline rank in Smart Travel Asia's 2011 Best in Travel Poll.

"We look forward to serving 14 million passengers this year. Cebu Pacific will continue to boost tourism and trade in the destinations we fly to, and offer the most innovative travel services for the convenience of our guests," she added.

CEB will be the only airline to operate a Manila-Hanoi service starting March 17, 2012. It will also reopen its Manila-Xiamen service and begin its first international flight from Kalibo, international gateway to world-renowned Boracay Island with its Kalibo-Hong Kong flights on March 23, 2012.

For bookings and inquiries, guests can go to [www.cebupacificair.com](http://www.cebupacificair.com) <<http://www.cebupacificair.com/>> , 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, 19 Airbus A320 and 8 ATR-72 500 aircraft. Its fleet of 37 aircraft - with an average age of 3.6 years - is one of the most modern aircraft fleets in the world. Between 2012 and 2021, Cebu Pacific will take an additional 23 Airbus A320 and 30 Airbus A321neo aircraft.

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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.