



November 8, 2010

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 37% international passenger growth for Jan-Sept 2010".

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. **November 8, 2010**  
(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. **Metro Manila, 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****613,236,550**

**SEC FORM 17-C**

**CEBU AIR, INC.**

11. **Item 9 – Other Events**

**Please see attached press release “CEB posts 37% international passenger growth for Jan-Sept 2010”.**

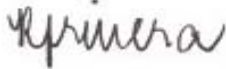
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**SIGNATURES**

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)

**November 8, 2010**  
(Date)



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

## **CEB posts 37% international passenger growth for Jan-Sept 2010**

Low-fare leader and pioneer, Cebu Pacific (CEB) posted a 37% growth in the number of international passengers carried, based on January-September 2009 and 2010 figures.

CEB carried more than 1.61 million international passengers for the first nine months of 2010, compared to approximately 1.17 million last year.

For the same period, the airline grew its domestic operations by 16%, for a system-wide passenger growth of 20%. CEB had been ranked first among Philippine carriers for carrying the most number of combined domestic and international passengers since the first quarter of 2010.

“This remarkable international passenger growth is attributed to our robust positions in Asian destinations, such as Osaka, Seoul (Incheon), Singapore, Hong Kong, Shanghai, Kuala Lumpur and Macau,” said Candice Lyog, CEB VP for Marketing and Distribution.

“Our continued expansion and trademark low fares have made a big impact on travel and tourism. Even during the traditionally lean month of September this year, we flew 24% more than last year with over 860,000 passengers,” she added.

To boost international travel further, CEB will mount additional flights to Hong Kong, Singapore, Kuala Lumpur, Ho Chi Minh, Jakarta and Brunei this December 2010. Services to Brunei were launched just last August 21, 2010.

The airline also announced that its Seoul and Bangkok operations will be strengthened with twice daily and ten times weekly flights, respectively, early next year.

Lyog said, “CEB is slated to add almost 8 million seats to its future operations, with the arrival of 3 more brand-new Airbus A320 aircraft this year, and the expected delivery of 19 more A320 aircraft until 2014.”

“This will enable us to have the largest fleet of Airbus A320 family in the Philippines, and the second largest in Southeast Asia, allowing us to offer our trademark low fares to even more travelers,” she added.

CEB flies to 16 international and 33 domestic destinations, operating the youngest aircraft fleet in the Philippines composed of 10 Airbus A319, 12 Airbus A320 and 8 ATR 72-500 aircraft. It has four main hubs in Manila, Cebu, Clark and Davao.