



October 16, 2012

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 to mount more flights to cities other carriers will abandon".

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "R. Rivera".

ROSALINDA F. RIVERA
Corporate Secretary

Airline Operations Center, Manila Domestic Airport, Pasay City, Philippines
Trunkline: (632) 802-7000



COVER SHEET

SEC Registration Number 154675

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)

12 31

Day (Fiscal Year)

17 - C

Month (Form Type)

Fourth Thursday of June

Month Day (Annual Meeting)

Press Release

"CEB to mount more flights to cities other carriers will abandon"

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. **October 16, 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** 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) 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 to mount more flights to cities other carriers will abandon”.

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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)

October 16, 2012
(Date)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)

CEB to mount more flights to cities other carriers will abandon

Cebu Pacific (PSE:CEB) is ready to mount more flights to local destinations other carriers plan to abandon later this month.

The country's largest carrier said in a statement it can fill the void and prevent any disruption in travel connectivity within the country to help support economic, business and tourism growth.

"We have enough planes and more are coming this year and in the next few years to cover key local destinations and mount additional flights," said Candice Iyog, CEB vice president for marketing and distribution.

CEB is open to adding flights or exploring more route opportunities to and from Butuan, Cotabato, Cagayan de Oro, Dumaguete, Dipolog, Legazpi, Puerto Princesa, Roxas, Tacloban and Zamboanga.

It has already announced more flights out of Cagayan de Oro, Puerto Princesa, Tacloban and Zamboanga, as part of the 10 domestic routes CEB is launching in the 2nd half of 2012. These new routes are Cagayan de Oro to Zamboanga, Puerto Princesa to Iloilo and to Davao, and Tacloban to Iloilo.

"CEB's domestic passengers grew by 18% in the 1st half of 2012, compared to the same period last year. Through CEB's 60 domestic routes and constant seat sales, local and foreign travellers can take advantage of CEB's accessible options to travel to different parts of the country, via our hubs in Manila, Cebu, Clark, Davao, Iloilo and Kalibo," Iyog said.

In the 1st half of 2012, CEB grew its Cebu-Mindanao passenger traffic by 36%, and its Cebu-Visayas passenger traffic by 53%. CEB's Luzon-Cebu traffic also grew by 49%, while its Luzon-Manila traffic grew by 27%, she said, comparing figures from the same period last year.

CEB currently operates 10 Airbus A319, 21 Airbus A320 and 8 ATR-72 500 aircraft. Its fleet of 39 aircraft – with an average age of 3.6 years – is the largest aircraft fleet in the Philippines. Between 2012 and 2021, Cebu Pacific will take delivery of 21 more Airbus A320 and 30 Airbus A321neo aircraft orders. It is slated to begin long-haul services in the 3rd quarter of 2013.

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.