



August 13, 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 takes delivery of 39<sup>th</sup> aircraft".

Thank you.

Very truly yours,

A handwritten signature in dark ink, appearing to read "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. **August 13, 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. **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 takes delivery of 39<sup>th</sup> aircraft”.

- 0 -

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 13, 2012**  
(Date)



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

## **CEB takes delivery of 39<sup>th</sup> aircraft**

The Philippines' largest national flag carrier, Cebu Pacific Air (PSE:CEB) accepted delivery of its 39<sup>th</sup> aircraft last August 12, 2012, as part of its expansion plans in the Asia-Pacific region.

This is CEB's 21<sup>st</sup> Airbus A320, acquired brand-new from Toulouse, France. CEB's aircraft fleet is also composed of 10 Airbus A319 and 8 ATR 72-500 aircraft.

With the brand-new A320, CEB retains its distinction as having one of the most modern aircraft fleet in Asia.

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 3<sup>rd</sup> quarter of 2013, with the arrival of 4 Airbus A330 aircraft from 2013 to 2014.

CEB flew more than 6.9 million passengers in the 1<sup>st</sup> half of 2012, a 17% system-wide growth compared to the same period last year. It aims to serve a total of 14 million passengers for the full year 2012.

It recently launched direct flights from Davao to Kalibo and Puerto Princesa last August 2, 2012. CEB is also slated to launch the following flights: October 4 (Cebu-Coron), October 5 (Davao-Butuan, Davao-Dipolog, Tacloban-Iloilo), and October 20 (Cagayan de Oro – Zamboanga).

Other new routes are: November 8 (Iloilo-Hong Kong, Iloilo-General Santos) and November 9 (Iloilo-Singapore, Iloilo-Puerto Princesa, Cagayan de Oro – Bacolod).

For bookings and inquiries, guests can go to [www.cebupacificair.com](http://www.cebupacificair.com), or call the reservation hotlines (02) 7020-888 or (032) 230-8888. The latest seat sales can also be found on CEB's official Twitter and Facebook pages.

In its 16th year of operations, CEB had flown over 60 million passengers. It provides access to the most extensive network in the Philippines, with 32 domestic and 19 international destinations. The airline also remains a pioneer in the Philippine aviation industry by being the first to offer web check-in, self check-in, e-ticketing, and Lite Fares.

---

### **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.