



November 15, 2011

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 hits 1M passenger mark in October".

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



SEC FORM 17-C

CEBU AIR, INC.

11. **Item 9 – Other Events**

Please see attached press release entitled “CEB hits 1M passenger mark in October”.

- 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)

November 15, 2011
(Date)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)

CEB hits 1M passenger mark in October

The Philippines' largest national flag carrier, Cebu Pacific (PSE:CEB) flew close to 1.1 million passengers for the month of October. The month of October can traditionally be considered off-peak travel in the Philippines.

CEB first reached the 1 million mark last April and May 2011, a first for any Philippine carrier.

The airline flew close to 860,000 domestic and more than 231,000 international passengers from October 1-31, 2011, with an average load factor of 88%. Load factor refers to how full the planes are.

"CEB is gearing up for a strong finish for 2011, and stays on track for its 12 million passenger target for the year. We will continue to strengthen the aviation market in the country, especially with the number of CEB passengers and planes operating out of the Philippines' airports," said CEB VP for Marketing and Distribution Candice Iyog.

"The airline will continue boosting travel within the country and top Asia-Pacific destinations by offering the lowest fares in all the markets it serves. We encourage everyone to book their seats early and check-in online for the best airfare deals and utmost travel convenience," she added.

Iyog said that CEB is holding a select 50% off seat sale, from November 15 to 17, 2011 or until seats last. This is for travel from January 1 to March 31, 2012.

CEB offers seats at 50% off for its Cagayan de Oro-Iloilo flights and Cebu hub seats. This includes flights from Cebu to Bacolod, Butuan, Cagayan de Oro, Caticlan (Boracay), Clark, Davao, Dipolog, Dumaguete, General Santos, Iloilo, Legazpi, Manila, Ozamiz, Pagadian, Puerto Princesa, Siargao, Surigao, Tacloban and Zamboanga.

P588 domestic seats are also available from Manila to Busuanga, Legazpi, Naga or Tacloban, or from Davao to Iloilo or Zamboanga. Meanwhile, CEB offers the following international seats on sale: P488 from Clark to Hong Kong, Macau or Singapore, and P888 from Clark to Bangkok, and from Cebu to Hong Kong, Incheon, Pusan or Singapore.

For bookings and inquiries, guests can go to www.cebupacificair.com, or call the reservation hotlines (02) 7020-888 or (032) 230-8888. They may also book online and pay via CEB partner banks. The latest seat sales and promos can also be found on CEB's official Twitter and Facebook pages.

CEB currently operates 10 Airbus A319, 18 Airbus A320 and 8 ATR-72 500 aircraft. By the end of 2011, CEB will be operating a fleet of 37 aircraft – with an average age of less than 3.5 years – one of the most modern aircraft fleets in the world. 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.

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.