

November 15, 2011

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 hits 1M passenger mark in October".

Thank you.

Very truly yours,

ROSALINDA F. RIVERA

Corporate Secretary

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



# **COVER SHEET**

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Atty. Rosalinda F. Rivera 802-7000																																
	Corporate Secretary (Contact Person) (Company Telephone Number)																															
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#### 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 15, 2011 (Date of Report)			
2.	SEC Identification No. <b>154675</b>	3.	BIR TIN:	948-229-000
4.	<b>CEBU AIR, INC.</b> (Exact name of issuer as specified in its	charter)		
5.	Cebu City, Philippines (Province, country or other jurisdiction of incorporation)	6. of Indust	ry Classification	(SEC Use Only) on Code:
7.	2 <sup>nd</sup> Floor Doña Juanita Marquez Lim Osmeña Blvd., Cebu City (Address of principal office)		ıl Code)	
8.	(632) 802-7000 (Issuer's Tel. No., including area code)			
9.	NA (Former name or former address, if chan	ged since l	ast report)	
10.	Securities registered pursuant to Section RSA:	s 8 and 12	of the SRC or S	Sections 4 and 8 of the
	Title of Each Class			Common Stock of Debt Outstanding

608,919,730

Common

### 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".

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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 15, 2011

(Date)

**ROSALINDA F. RIVERA** 

**Corporate Secretary** 

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(Signature and Title)

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## **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 lyog.

"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.

lyog 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-lloilo 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 <a href="www.cebupacificair.com">www.cebupacificair.com</a>, 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.