



December 13, 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 breaks another record for November with 1M passengers".

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 breaks another record for November with 1M passengers”.

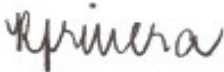
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SIGNATURES

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)

**December 13, 2011**  
(Date)



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

## **CEB breaks another record for November with 1M passengers**

The Philippines' largest national flag carrier, Cebu Pacific (PSE:CEB) flew yet another one million passengers for the month of November 2011, a traditionally off-peak month for travel in the Philippines.

The airline flew more than 800,000 domestic and close to 223,000 international passengers from November 1 to 30, 2011, with an average load factor of 84%. Load factor refers to how full the planes are.

From January to November 2011, CEB had already flown close to 11 million passengers, keeping it on track for its 12 million target for the year.

"CEB's low fares, extensive network and timely frequency increases were factors in the airline's more than 1 million passengers each last April, May, October and now November. It is a privilege on our part to be the airline of choice for so many Filipino and foreign travelers. We look forward to serving more passengers this December," said CEB VP for Marketing and Distribution Candice Iyog.

"We are adding flights to Hong Kong Boracay, Davao, Cebu, Iloilo, Tacloban and Dumaguete, for the benefit of more travelers during the holidays. CEB remains committed to boosting travel and tourism within the Philippines and to key destinations in the Asia-Pacific," she added.

CEB earlier reported that its December 2011 bookings increased by 23% this year compared to last year, driven by a 27% increase in international bookings.

Given the upcoming peak travel period, Iyog encouraged passengers to avail of CEB's free web check-in and free seat selection through the website's 'Manage Bookings' section. "Passengers should also go to the airport earlier, in anticipation of traffic and airport security queues," she said.

CEB's free web check-in service is available on all Airbus flights, from 48 hours up to 4 hours before the flight. Guests who already checked in online only need to drop bags off or present travel documents (for international flights) at the web check-in counter 45 minutes before the flight. Those on domestic flights with no check-in luggage may proceed to the boarding gate at least 30 minutes before the flight.

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. 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, 19 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 3.6 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.

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### **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.