



**Press information**  
**For immediate release**

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## **Ink Publishing to produce world class inflight magazine for Cebu Pacific, the low fare leader in the Philippines**

Ink Publishing announced today they were appointed to publish the inflight magazine for Cebu Pacific, the second largest carrier in the Philippines.

Cebu Pacific is in its 11<sup>th</sup> year of operations and is internationally renowned as one of the most successful low-cost carriers in the Asia-Pacific region. The airline pioneered the "low fare, great value" business model in the Philippines.

Gerry Ricketts, Managing Director of Ink's Singapore office, commented: "From Manila to Cebu to Davao and beyond, this publication will reach a captive audience flying to and from all corners of the Philippines."

Ricketts continued: "We are thrilled to have just appointed Madeleine Ensor as editor. She brings a tremendous amount of lifestyle editing experience from her previous work at *CityLife* magazine (Hong Kong) and the *Daily Mail* (London). Madeleine will deliver a world class editorial product to Cebu Pacific's affluent passenger base, over 95% of whom are Filipino."

Candice Alabanza-Iyog, Marketing Director for Cebu Pacific, concurred: "We have chosen to partner with Ink because of their ability to produce high-quality editorial content and because we feel they understand our brand and audience. We are excited to be working with them to produce a hip, fun and smart publication."

By adding Cebu Pacific to its extensive portfolio, Ink Publishing further galvanizes its position as the largest producer of inflight magazines in the world and strengthens its rapidly growing presence in the Asian market, where the company now publishes six magazines. The contract is further confirmation of Ink Publishing's global capabilities and sector expertise as an inflight publishing specialist.

Jeffrey O'Rourke, Chief Executive Officer of Ink Publishing, said: "We are delighted to add Cebu Pacific to our roster of Asian airline clients. We are especially excited about Cebu Pacific's focused, savvy passenger demographic, which gives us the critical ingredients we need to produce a truly world class magazine."

Cebu Pacific brings people together through an affordable, reliable mode of travel, a fun-filled experience that's delivered with a true heart and soul for service.

The airline flies domestically to Manila, Cebu, Davao, Bacolod, Butuan, Cagayan de Oro, Cotabato, Dipolog, Dumaguete, Iloilo, Kalibo, Laoag, Puerto Princesa, Roxas, Tacloban, Tagbilaran, Zamboanga, and as well as internationally to Hong Kong and Seoul, South Korea. It is also set to fly to Legaspi on August 17 and Singapore on August 31, 2006.



## Note to editors:

### **About Ink Publishing**

Ink Publishing produces more inflight magazines than any other company in the world. We publish 18 award winning magazines for 17 airlines, including AirTran Airways *Go*, Bangkok Airways *Fah Thai*, BMED *Impressions*, bmi *Voyager*, bmibaby *Yeahbaby!*, Cebu Pacific's forthcoming inflight magazine, *easyJet Inflight*, Jet2.com *Jetaway*, MyTravel *Recline*, Siem Reap International Airways *Sarika*, SN Brussels *Spirit of SN*, Sterling Airlines in-flight magazine *Sterling*, Tiger Airways *Tiger Tales*, Virgin Express *RedHot*, VLM Airlines *Velocity* and Wizz Air's *wizzit* magazine.

Ink is also the publisher of *CNBC European Business* magazine and CNN's bi-monthly travel magazine, *CNN Traveller* and *CNN Traveller Asia Pacific*. Ink publishes *Bradman's Business Travel Guides to Asia, Middle East, Africa, Europe and North America*. We have offices in London, Singapore, New York and Atlanta.

See <http://www.ink-publishing.com> for more information.

### **About Cebu Pacific**

Cebu Pacific (CEB), the second largest domestic carrier in the Philippines entered the market on March 1996 and pioneered the "low fare, great value" strategy in the local aviation industry. Serving almost 80 flights daily to 17 domestic destinations, CEB launched its International Operations on November 2001 and now fly to Hong Kong and Seoul, Korea.

CEB, the leader in innovation and creativity in the local aviation industry, is the first local airline to introduce E-ticketing and TxtCEB in the country. Customers have also learned to anticipate a uniquely upbeat flying experience with CEB, as this is the only domestic carrier that offers fun in the skies with its games on board popularly known as "Fun Flights". The On-time performance, schedule reliability, and a smooth, comfortable flight are the things the air-traveling public has come to expect from Cebu Pacific.

For more information, visit: <http://www.cebupacificair.com>.

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