



News Release

For Immediate Release

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Cebu Pacific Air Smoothly Handles Rapid Cargo Growth Via Cargo Data Management's Internet-Based System

Carrier Needs Fewer Employees to Track Over 30% More Shipments

DALLAS, November 10, 2003 – Bucking the global economic slowdown, Cebu Pacific Air of the Philippines has grown its cargo traffic by more than 40 percent in less than a year. Even better, it is managing all that cargo more efficiently with fewer employees, thanks to its Internet-based tracking solution from Cargo Data Management.

One year ago Cebu Pacific, a rapidly growing passenger and cargo carrier, began using the Cargo Data Management software system, via the Internet. All the programs and database are maintained at the Cargo Data Management Data Center in Dallas. Cebu Pacific cargo personnel access the entire system over the Internet as if the servers were in the Philippines.

When Cebu Pacific started using the system, the carrier was handling about 25,000 airway bills per month. By late summer, the monthly volume had exceeded 35,000. Because of the simplicity of the Cargo Data Management system and its ability to create e-airway bills, said Garner McNett, president of Cargo Data Management, Cebu Pacific manages its cargo business with fewer people, and has been able to reassign some employees to other positions.

The system has also helped Cebu Pacific to close each month's cargo financials within a few days after the end of that month, McNett said.

“Cebu Pacific's experience is unique in this industry, because few airlines could learn and bring online a new system this fast, nor close their cargo accounting each month with such speed and efficiency. Cebu Pacific is clearly very good at what they do,” said McNett. “We are glad that we can help facilitate the growth of this aggressive, highly-focused, and well-managed carrier.”

Danilo Mojica, general manager of Cebu Pacific Air, said the system has delivered greater efficiency, improved service quality, and increased customer satisfaction. “We have been able to increase our cargo operation’s capacity to serve additional clients because the system makes our employees more productive and reduces the time spent in processing airway bills,” Mojica said.

Cebu Pacific, with offices in Manila, Hong Kong, Seoul, and Singapore, has grown quickly since its founding in 1996, to become the second largest carrier in the Philippines. It carries passengers and cargo on its fleet of 15 DC-9s and three 757s. Prior to its implementation of the Cargo Data Management hosted solution, the airline was maintaining all its cargo records internally using Excel spreadsheets.

For the past year, Cargo Data Management has hosted on its servers in Dallas two key software applications for Cebu Pacific. The applications are the Money Track™ II air cargo revenue accounting system and the Easy Track™ II air cargo tracing and tracking system. The carrier connects to the servers via the Internet, using broadband, DSL, or dial-up modems.

Money Track™ II is an inclusive, stand-alone cargo revenue accounting system that offers access to a vast amount of current and historical data. The software delivers full billing, receivable management, interline clearing house, A/P, and A/R, customs control, claims management, and comprehensive cash management features. Easy Track™ II is a cargo tracing and tracking system that provides full tracking capabilities on even short-haul routes and integrates data entry from initial booking through all shipment tracking phases, to final billing and collection.

About Cebu Pacific Air

Cebu Pacific Air began operations in 1996 and today is among the world’s lowest cost, highest customer loyalty airline operators. Cebu Pacific received its AQS 9000 / 121 and ISO 9002 certification in November 1999. From 1999 to 2003, more than 95% of all Cebu Pacific Air flights departed on time, and with more than 96% of all domestic and 97% of all international flights arriving on time. To learn more about Cebu Pacific, visit www.cebupacificair.com

About Cargo Data Management

Cargo Data Management Corp. was formed in 1990 to develop and market integrated air cargo systems for the airline industry. Their new Web-based product gives secure Internet access to their customer’s clients for real-time operating and billing information. Cargo Data Management is headquartered in Dallas and numbers among its clients several of the largest air cargo carriers in the world. To learn more about Cargo Data Management, please visit www.cargodata.com.