



December 10, 2010

**Subject: Carol[®], Gepco[®], and Isotec[®] Brand Products Price Announcement
Effective December 27, 2010**

Dear Valued Customer:

Since our last announcement key raw materials used in the manufacture of wire and cable continue to aggressively escalate, including PVC compounds, plasticizers, PVC resins, FEP, MFA, carbon black, CPE, reels, packaging and others. In conjunction with these increases copper continues to hit all-time highs.

In order to recover these costs we are announcing a 5-7% price increase for Carol[®] Brand Portable Cord, Cordsets, Industrial Flex, Electronics, Carol/Helix datacom, Gepco broadcast, and Isotec electronics products effective December 27, 2010. As always, we will re-establish prices as the market and costs dictate.

To assist in planning and communicating with your customers you can find this letter and list price sheet at the following link on the General Cable Web site:
<http://www.generalcable.com/GeneralCable/en-US/Products/CordandCordsetProducts/Pricing/> Please refer to this website location on the last Friday of each month for the following month's pricing.

General Cable will continue to support our valued customers. This pricing action will allow us to continue to provide the high level of service and quality you have come to expect from General Cable. If you have any questions, please contact your Director of Sales, Regional Sales Manager, General Cable Agent or your Inside Sales person.

Sincerely,

Jay Lahman
Vice President/General Manager
Carol, Gepco and Isotec Brand Products

