



October 15, 2010

Subject: Carol[®], Gepco[®], and Isotec[®] Brand Products Non-Metal Price Increase Effective November 1, 2010

Dear Valued Customer:

Over the last 12 months, the costs of non-metal raw materials used in the manufacturing and distribution of wire and cable have escalated substantially. Examples of these increases include:

- Tinned Copper – 40%
- Carbon Black – 20%
- CPE Compounds – 16%
- PVC Resins & Compounds – 15%
- Ethylene – 14%
- Energy and Transportation – 13%
- Packaging – 10%
- Neoprene – 8%
- EPDM – 3%

While we embrace our LeanSigma programs and aggressively pursue green initiatives and other measures to reduce costs, they are simply not enough to offset the continued price increases of the key raw materials used in the manufacturing of our cables.

To offset these costs, we are announcing a 4% to 7% base price increase on all Carol, Gepco and Isotec Brand cables effective November 1, 2010. This includes portable cord, industrial flex, electronics, professional broadcast and datacom products.

Current open orders will be honored at prices in effect at the time of order placement. However, we reserve the right to accept orders based on historical monthly order volume.

Thank you for your continued support and understanding during this time of rising material costs. This price increase 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, Agent or the Inside Sales person who supports your account at 888-295-5896.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jay Lahman', written over a horizontal line.

Jay Lahman
Vice President/General Manager
Carol[®], Gepco[®] & Isotec[®] Brand Products

The logo for Carol Brand, with 'CAROL' in red above 'BRAND' in red, both in a bold, sans-serif font.

The logo for Gepco International, featuring a stylized 'G' made of horizontal lines to the left of the text 'GEPSCO' in blue above 'INTERNATIONAL' in black.

The logo for Isotec Brand, with 'ISOTEC' in blue above 'BRAND' in white on a blue background, with a red triangle pointing down below.