



April 8, 2010

Subject: Gepco[®] International Price Announcement Effective April 19, 2010

Dear Valued Customer:

Since our last announcement copper has continued to escalate rapidly and is now in excess of \$3.40 per pound. In addition, the cost of key raw materials, especially PVC resins and compounds, continue to increase. PVC, in particular, has increased 20% in the last six months.

To offset these increased costs, we are announcing a price increase of 5-9% on all Gepco[®] Brand manufactured and distributed products effective April 19, 2010. Current open orders will be honored at the prices in effect at the time of order placement, except for blanket orders. Additionally, upon the date of this letter, Gepco International reserves the right to accept orders based on historical monthly order volume.

We understand the difficulty of managing these inflationary pressures. However, we stand ready to assist you with the appropriate information and tools. We have done our best to provide you with proper notification so that you may incorporate these increased costs into your products and services and be able to effectively communicate changes to your customers.

Gepco International and General Cable will continue to support our valued customers. This price increase will allow us to continue to provide the high-level of service and quality you have come to expect from Gepco International. If you have any questions, please contact your Regional Sales Manager or Inside Sales Representative.

Sincerely,

A handwritten signature in black ink, appearing to read "Jay Lahman".

Jay Lahman
Vice President & GM

A handwritten signature in black ink, appearing to read "Michael Murphy".

Michael Murphy
Vice President of Sales

A handwritten signature in black ink, appearing to read "Glen Powers".

Glen Powers
Director of Sales

