



December 28, 2009

**Subject: Gepco International Price Announcement – Effective January 8, 2010**

Dear Valued Customer,

Since the beginning of 2009 copper has doubled and other raw materials, for example PVC resin, plasticizers, insulating and jacketing compounds, and fillers, have substantially increased and continue to escalate. While we continue to aggressively pursue overall cost reductions through our Lean Sigma initiatives to mitigate the effect of these increases, we cannot continue to absorb the current price discrepancies.

To offset these increased costs, we are announcing a price increase of 7-9% on all Gepco International brand manufactured and distributed products effective January 8, 2010. Current open orders will be honored at the prices in effect at the time of order placement; however, 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 information and tools to support you. We have done our best to provide you with proper notice to be able to incorporate these increased costs into your products and services and in order for you to communicate 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 person.

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