

November 9, 2011

Subject: Industrial Products Price Increase Effective November 15, 2011

Dear Valued Customer:

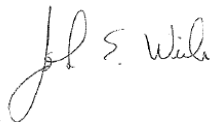
Effective November 15, 2011, General Cable will be increasing prices for all its Industrial products. The price increase averages 4% and is in effect for orders placed on or after November 15th.

As costs of raw materials have increased over the last several months, our product selling prices have remained unchanged or have declined. While we continue to reduce costs in our manufacturing facilities through Lean initiatives, we have only been able to partially offset these increased input costs.

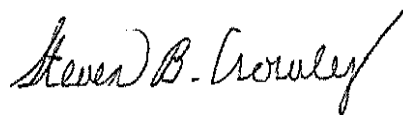
The new List Price Sheet, [IND006](#), may be found on our Web site (www.generalcable.com) under *Products / Industrial Cables / Pricing*.

We thank you for your business and your support on this important move for our industry. This price increase will allow us to continue to provide the high level of quality and service you have come to expect from General Cable. Please contact your local General Cable sales representative with any questions.

Sincerely,



John Weiler
Vice President & General Manager
Industrial Products



Steven Crowley
Vice President of Sales
Industrial Products