



January 24, 2011

Subject: Carol® Brand Products Price Announcement Effective January 31, 2011

Dear Valued Customer:

Since our last announcement the U.S. and global economy continues to improve driving escalation of freight and key raw materials used in the manufacture of wire and cable.

Freight rates are experiencing 11% increases and are expected to continue to increase as we move through 2011.

Key raw materials continue to escalate, including PVC compounds (5-7%), plasticizers (5%), PVC resins (11%), FEP (7-9%), MFA (7-9%), carbon black (3-5%), CPE (6-8%), EPDM (4-6%), additives (10-12%), fillers (6%), and reels and packaging (4-13%).

In order to recover these costs we are announcing a 6-8% price increase for Carol® Brand Portable Cord, Cordsets, Industrial Flex, Electronics, and Carol/Helix datacom products effective January 31, 2011. 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 website:
<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 Representative.

Sincerely,

Jay Lahman
Vice President/General Manager
Carol Brand Products

