



March 12, 2009

Subject: Introduction of the new GenSPEED® 6000 Enhanced & GenSPEED® 6

Dear Valued Channel Partner,

In addition to the launch of our ground-breaking 10 Gig – GenSPEED® 10 MTP™ at BICSI Orlando this year, General Cable is pleased to announce the realignment, expansion and improvement of our Category 6 product line. New to the market in 2009 is the GenSPEED® 6 (standard compliant Cat 6) and GenSPEED® 6000 Enhanced (mid-tier Cat 6). The introduction of GenSPEED® 6 allows for a true standard compliant Cat 6 product, and the improved performance of the GenSPEED® 6000 brand (now GenSPEED® 6000 Enhanced) allows for a higher performing, mid-tier Cat 6 offering. The introduction of our two new 10 Gig products in 2009, along with the realignment of our Cat 6 product offering now provides a complete portfolio to match evolving end user needs.

<b>Performance</b>	<b>Cat 5</b>	<b>Cat 6</b>	<b>10 Gig</b>
<b>Standard</b>	GenSPEED® 5000	GenSPEED® 6	GenSPEED® 10,000
<b>Mid</b>	GenSPEED® 5350	GenSPEED® 6000e	-----
<b>High</b>	GenSPEED® 5500	GenSPEED® 6500	GenSPEED® 10 MTP

In order to implement this improvement, General Cable had to phase out the prior GenSPEED® 6000 product. This temporary, but necessary step is now complete. With the help of our Channel Partners, this older product is moving out of our collective inventories in order to make room for the two new Category 6 products. General Cable is committed to offering high quality and competitively priced products to the market – this realignment and upgrade to our Cat 6 product line will facilitate this migration. The GenSPEED® 6 product is in stock and available for immediate shipment, and the new GenSPEED® 6000 Enhanced will start shipping March 31<sup>st</sup>. With the upgrade to GenSPEED® 6000 Enhanced, new pricing has been put into effect to reflect the higher value the product possesses. If you do not have this new pricing, please contact your local Sales Representative.

Once again, we would like to thank everyone for their help in this transition, and we look forward to providing you with our new products in 2009.

Best regards,

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