



October 18, 2010

Subject: Datacom Products Board Price Increase Effective November 1st, 2010

Dear Valued Customer:

On October 4, 2010, General Cable enacted a 5-10% price increase on both project quotes and day-to-day pricing for GenSPEED[®] Category cables. This action was due to the extraordinary increases seen in the cost of raw materials used to manufacture our products. Copper is up over 20% just in the last quarter, while FEP prices have increased 25% over the last 12 months. Similar increases have been seen for Polyethylene and PVC. Over this period, General Cable has absorbed the entire impact, as net pricing has not kept pace with energy and raw material increases.

To offset these higher input costs, we announced an increase to our quoted prices earlier this month. As a follow-up to our already enacted price change, we are in the process of officially changing our board prices to reflect this 5-10% price increase. A board price will reflect this change no later than November 1, 2010. This announcement is meant as a clarification on the implementation of our stated price increase.

It is General Cable's intention to make its best effort to support our valued customers. We are committed to reinforcing your efforts to communicate this pricing message as you work with your contractor and end user customers. Please feel free to contact your Regional Sales Manager or your Datacom Product Representative at 888-424-5666 with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Kenny", written over a horizontal line.

Robert Kenny
VP and General Manager,
Communications Products

General Cable
4 Tesseneer Drive
Highland Heights, KY 41076