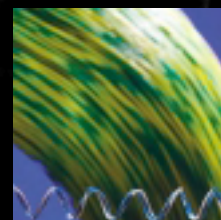
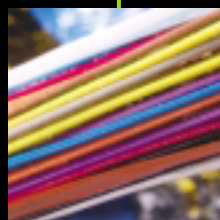
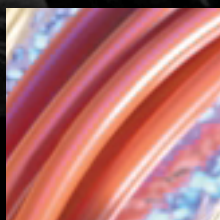
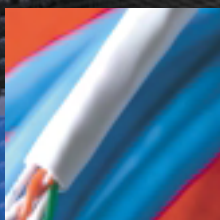


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**DELIVERING COMMUNICATIONS... AT THE SPEED OF LIFE**



**GenSPEED™**  
SOLUTIONS

**SERVING THE  
COMMUNICATIONS MARKET**

- Premise Copper Cables
- Fiber Optic Cables
- Outside Voice & Data Products
- Central Office Cables

 **General Cable**

## Building on over a century of wire and cable expertise,

General Cable has moved full speed ahead into the new millennium. Since we supplied cable to Samuel Morse for his historic communications between Washington and Baltimore in 1844, General Cable has been a pioneer in the continually evolving communications industry. For centuries, General Cable has made communications our business — engineering the infrastructure of the information age by providing the latest in cabling technology.

In today's highly competitive environment of Information Technology, General Cable has maintained a focus on cultivating strong relationships with our customers.

**We fulfill customer needs across a broad range of products. Our ongoing commitment to engineering, technology and quality ensures proven product performance.** Our customer base spans all markets from financial, educational, industrial and telcos, to military, transit and utility. General Cable's channels-to-market include national and regional distributors, retailers, and original equipment manufacturers (OEMs), supporting a full line of premise copper cables, fiber optic cables, central office cables, and outside voice & data wires and cables.

General Cable continues to develop critical capabilities to better serve our customers. With the investment in an eBusiness platform – MyGeneralCable.com – General Cable empowers our channels-to-market with online tools like eCatalog and order management programs. These enhanced eBusiness tools provide our customers with a competitive advantage through instantaneous online information, integrated supply solutions and logistic planning capabilities for projects to meet installation deadlines and just-in-time deliveries.

General Cable's leadership and participation on industry committees contributes to the development and direction of the safety and performance standards. Our participation ensures that we continually bring improved products to market that will meet future performance requirements. **We stay ahead of the industry's changing needs with the ability to design, engineer and process an extensive variety of materials into thousands of cable constructions and configurations. This is why General Cable provides the best value in cabling solutions.**

**Why specify General Cable** for your communications needs? Technological Superiority. Performance Reliability. Product Breadth and Depth.

In other words... **GenSPEED™**



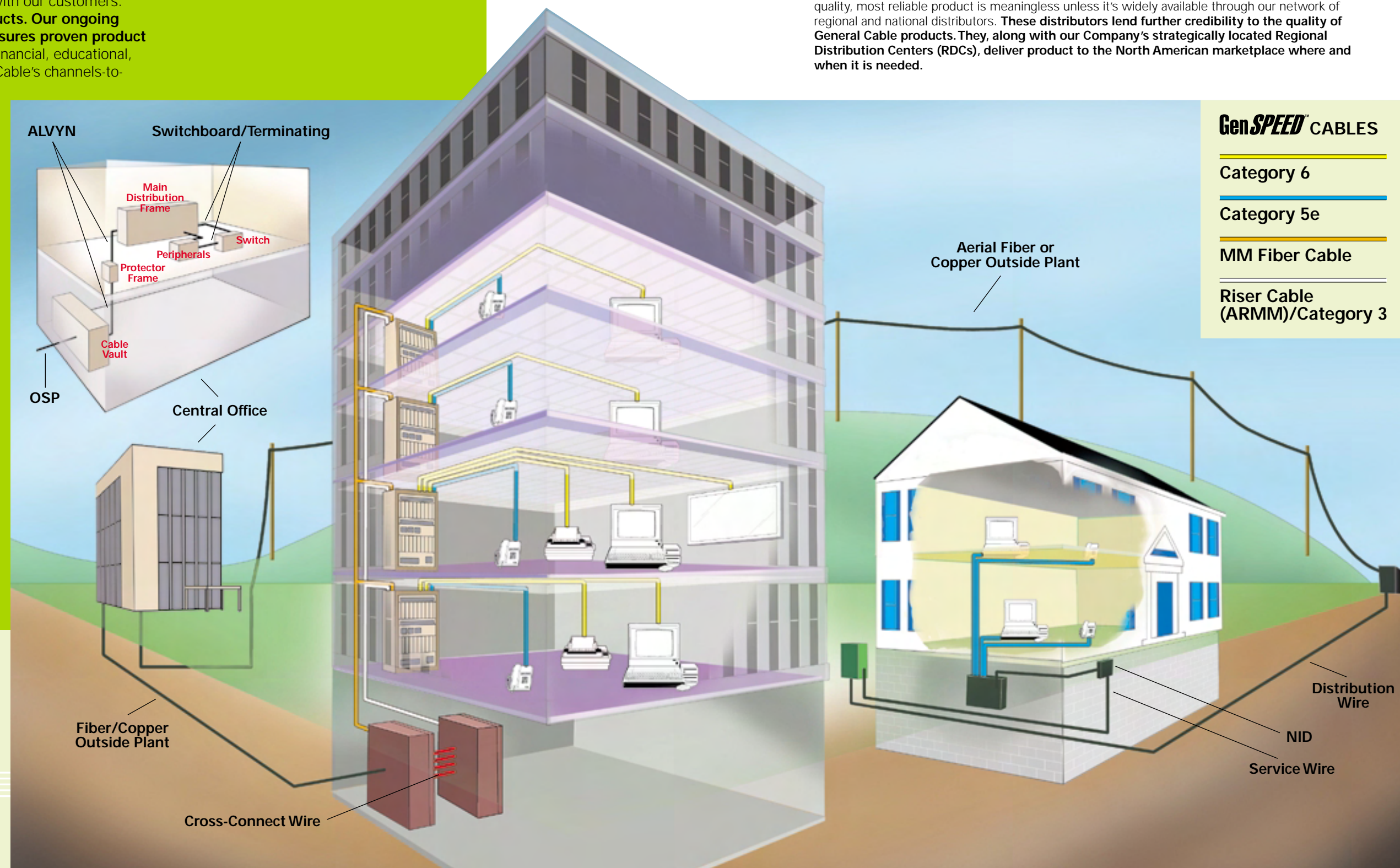
We do business in a world of rich-media applications demanding higher bandwidth, which are dependent on next generation infrastructures. More and more, our focus must go beyond what we are building for today, and look at the impact our products and processes will have on future technologies. Whether it is Voice over Internet Protocol (VoIP) or 10-Gigabit Ethernet applications, there's a global evolution in Information Technology. It is a new world, and General Cable continues to deliver our lines of communication.

### General Cable's Rigorous Standards

Our cables keep information flowing, facilitating a non-stop stream of words and images that transcend speed and geographic boundaries. It all starts with solid engineering, diverse manufacturing expertise and rigorous testing. As an ISO-9002 and TL-9000 Certified manufacturer with ongoing attention to continuous improvement, our in-house testing capabilities are extensive with strict adherence to our product specifications as well as industry standards. Additionally, all of our cables are UL® Listed and Verified. Finally, we utilize third party testing labs like ETL to quantify and confirm our quality and provide the final qualification data that sets the foundation for our extended product warranty.

### Product Reliability & Availability

General Cable's commitment to our customers does not stop with the combined in-house or "Total Systems Solution" testing. That is why we partner with the industry's leading regional and national distributors who further test our products and independently verify that all high-end cabling systems exceed TIA/EIA and ICEA standards. We also understand that even the highest quality, most reliable product is meaningless unless it's widely available through our network of regional and national distributors. **These distributors lend further credibility to the quality of General Cable products. They, along with our Company's strategically located Regional Distribution Centers (RDCs), deliver product to the North American marketplace where and when it is needed.**



### GenSPEED™ CABLES

Category 6

Category 5e

MM Fiber Cable

Riser Cable (ARMM)/Category 3

# OUTSIDE VOICE & DATA



**When you specify General Cable Outside Voice & Data wire and cable, you are guaranteed a broad range of top quality, industry-standard products.** In fact, General Cable is an industry leader in North America in outside plant wire and cable, supplying Regional Bell Operating Companies (RBOCs), Incumbent Local Exchange Carriers (ILECs) and distributors across the continent.

Our Outside Voice & Data product line consists of a wide range of pair sizes in air core and filled core cables and specialty wire products for aerial, duct and direct buried applications. Noted for their rugged reliability, General Cable's Outside Voice & Data wire and cable performs even under the toughest conditions. When it comes to protection against the elements, such as water and other moisture entry, General Cable's plastic insulated filled core cable and buried service wire is up to the challenge. They are available in a variety of sheath designs that provide electrical shielding and mechanical protection against rodents and other physical damage.

All General Cable Outside Voice & Data products are in compliance with either RUS (REA), ICEA or Telcordia (Bellcore) specifications.

# CENTRAL OFFICE

**A nationally recognized manufacturer of top quality Central Office cable, General Cable provides an exceptional series of products that have the ability to run both analog and digital services.** Our product line is your single source for an entire range of communications needs, including switchboard cable, ALVYN terminating cable, two-way digital transmission terminating cable, distribution frame wire and hook-up wire.

In an environment where information means time and money, our customers need broadband solutions. Our engineered products are well suited for T1, DS1, DS1C, DS2, xDSL and other broadband applications. All of these cables provide enhanced crosstalk and attenuation performance.

When it comes to the field of cross-connect wires, General Cable's experience is unparalleled... no job is too complex. All General Cable cross-connect wire is UL® Listed and meets the requirements of the National Electric Code® (NEC). Several of our Central Office products are approved to Telcordia GR-137-CORE. And, of course, we offer a wide variety of color options for ease of identification.



# PREMISE

**Increased bandwidth is becoming more and more crucial for communication applications in companies all over the world.** As streaming media applications become commonplace, the demand for faster data rates is increasing. That means Local Area Network applications will need increased bandwidth capabilities. One standards-based solution is Category 6 cabling—the new cable of choice for many end-users. One of General Cable's greatest assets is that we are able to offer cables from Category 3 to Category 6, all with the same high-performance quality and guarantee of satisfaction.

With an extensive product line, General Cable offers superior quality and service. Supporting transmission speeds in excess of one Gigabit per second, brands like GenSPEED™ Unshielded Twisted Pair (UTP) cables are engineered to meet today's application and Gigabit Ethernet requirements, as well as future applications like VoIP. All of our enhanced copper cable is in full compliance with ANSI TIA/EIA and ISO/IEC standards and comes with a warranty assurance that our products will meet the quality and performance our customers expect.

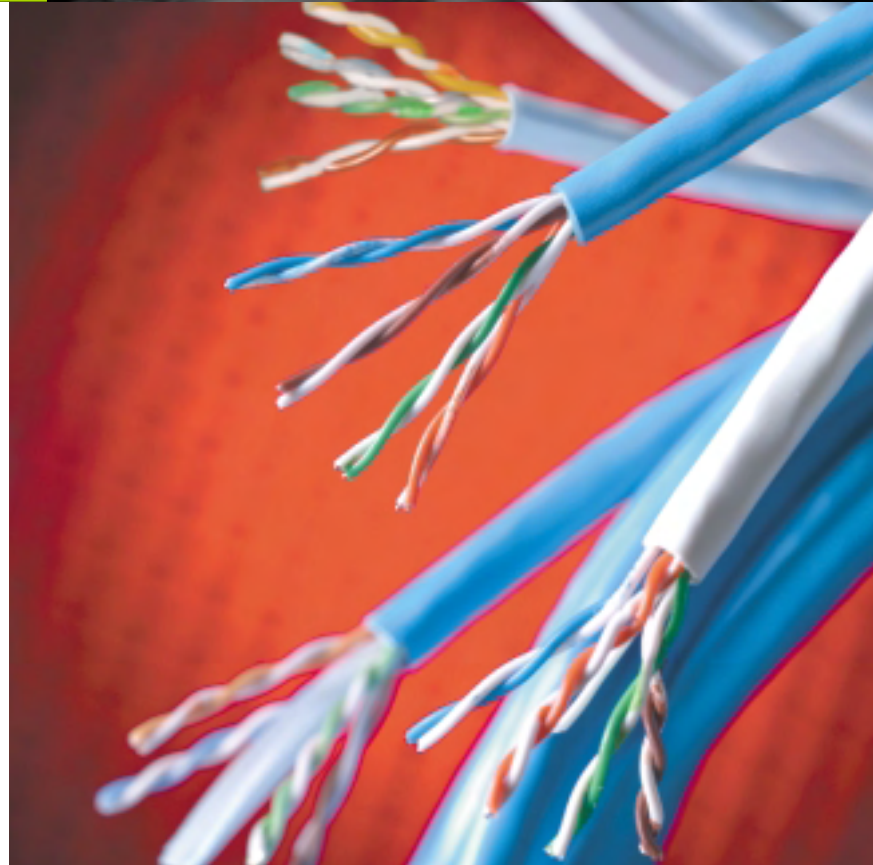
General Cable manufactures a wide range of high performance products that support Voice and Data Networks. General Cable offers the broadest portfolio of products from Category 3 backbone to enhanced Category 6 cables. All of our GenSPEED Category 5e and Category 6 cable products are designed to operate within 10Base-T through 1000Base-T protocol, as well as exceed TIA/EIA-568-B.2 and 568-B.2-1 standards. GenSPEED offers you optimum performance and delivers communication at the *Speed of Life™*.

We provide the best solutions for an open architecture environment. We partner with the best connectivity manufacturers. **By pairing with industry-leading connectivity manufacturers, we are able to offer you top quality connectivity and cabling solutions for optimum network reliability and guaranteed system performance.** We ensure that critical test parameters such as Power-Sum Near-End Crosstalk (PSNEXT) and Power-Sum Equal Level Far-End Crosstalk (PSELFEXT) are met. Attenuation and Return Loss are not only meeting standards, but in most instances, exceeding standards by high margins. Equally important to this partnership is the employment of an extensive network of the industry's leading contractors, trained and certified, guaranteeing optimum system performance.

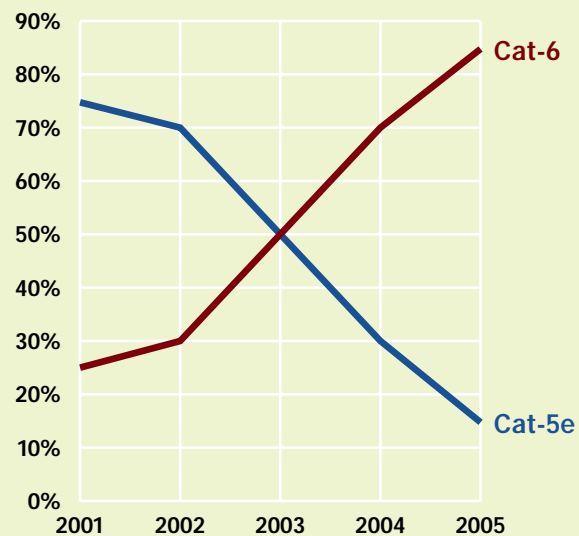
Because we value our customers' time, General Cable has put a great deal of resources into installer-friendly cable handling.

- **Premium wide-mouth Pull-Pac® cartons allow for a smooth payout, preventing kinks and tangling**
- **TRU-Mark™ sequential footage marking system, 1000' down to 0' every two feet on the jacket print legend, means that installers won't have to waste time pulling wire that is too short**
- **Reduced size Spool-Pac® cartons help streamline the way contractors pull the cable**

General Cable continues to invest time and resources into future trends in copper cabling, like the continued development work of 10-Gigabit Ethernet and running Data Terminal Equipment Power (such as laptops and Web cameras) over copper cabling. These developments could make for a simpler and more cohesive cabling infrastructure while increasing productivity. Whether it is copper or fiber, General Cable is on the cutting edge of new communications technology.



Premium Market Segmentation—Cable Volume



SOURCE: BSRIA

GenSPEED™

# FIBER

**Today's broadband requirements are demanding, with customers increasingly needing higher-speed and higher-bandwidth applications.** The answer for this new generation of technology is General Cable's fiber optic cables. As a leading manufacturer of fiber optic cable and fiber optic cable assemblies, General Cable is expertly positioned to meet the fiber demands of the 21<sup>st</sup> Century.

When it comes to optical fiber, General Cable's G-Series provides the industry's most comprehensive offering. From our G300 optimized fiber, which supports transmission distances up to 300/550 meters respectively in the 850nm/1300nm windows, to G500 and G600 optimized fiber supporting transmission distances up to 500/1000 meters and 600/600 meters respectively in the 850nm/1300nm windows — General Cable delivers the performance you demand. Our newest optical fiber, G10X supports 10 Gb/s transmission distances up to 300 meters in the 850nm window.

From data to voice and video, General Cable excels with a broad range of outside plant, premises and indoor/outdoor fiber optic cables. Our cables stand poised, ready to meet the escalating demands for security and information integrity while providing the best solution for tomorrow's technology in today's infrastructure.

General Cable interconnect cables are used in a variety of fiber-to-the-desk (FTTD) and network connection schemes. They are designed to properly mate with industry standard terminations and are very small and flexible so that they may be incorporated into high-density cable management systems. These interconnect cables range from simplex, duplex and miniature duplex constructions to ribbon distribution.



Blolite™ blown optical fiber technology provides unparalleled flexibility in network design—anticipating and facilitating future changes as the network evolves. The Blolite system delivers the ultimate fiber solution for backbone, fiber-to-the-desk (FTTD) and specialized military applications. The best long-term choice for your infrastructure... blown fiber technology will continue to provide time, cost and service benefits to the network throughout its life cycle.



Applications	Installations	Environments	Recommended Cable Types
Outside Plant Local Loop	Aerial & Duct	<ul style="list-style-type: none"> <li>• Wet or Dry Locations</li> <li>• Wide Temperature Range</li> </ul>	Outside Plant <ul style="list-style-type: none"> <li>• Central Tube</li> <li>• Loose Tube</li> <li>• Self-Supporting (Figure-8)</li> </ul>
Outside Plant Fiber-To-The-Home (FTTH)	Aerial & Duct	<ul style="list-style-type: none"> <li>• Wet or Dry Locations</li> <li>• Wide Temperature Range</li> </ul>	Outside Plant <ul style="list-style-type: none"> <li>• Central Tube</li> </ul>
Campus	Aerial & Duct	<ul style="list-style-type: none"> <li>• Wet Locations</li> <li>• Wide Temperature Range</li> </ul>	Indoor/Outdoor <ul style="list-style-type: none"> <li>• Central Tube</li> <li>• Loose Tube</li> <li>• Tight Buffer Distribution</li> <li>• Blolite Products</li> </ul> Outside Plant <ul style="list-style-type: none"> <li>• Central Tube</li> <li>• Loose Tube</li> </ul>
Premises	Backbone & Horizontal	<ul style="list-style-type: none"> <li>• Dry Locations</li> <li>• Ambient Temperature</li> </ul>	Premises <ul style="list-style-type: none"> <li>• Tight Buffer Breakout</li> <li>• Tight Buffer Distribution</li> <li>• Blolite Products</li> </ul>
Industrial Facilities	Backbone & Horizontal	<ul style="list-style-type: none"> <li>• Dry Locations</li> <li>• Wide Temperature Range</li> <li>• Extreme Conditions</li> </ul>	Premises <ul style="list-style-type: none"> <li>• Tight Buffer Distribution</li> <li>• Blolite Products</li> </ul>
Military Shipboard	Backbone	<ul style="list-style-type: none"> <li>• Wide Temperature Range</li> <li>• Mission-Critical Systems</li> </ul>	Mil Spec <ul style="list-style-type: none"> <li>• MIL-PRF-85045</li> </ul>

# Making cable is about creating potential.

At General Cable, we take a singular approach to conducting our business. We call it *The Power of One*.®

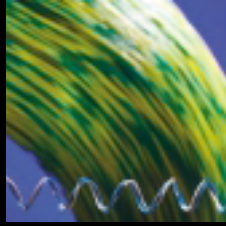
*The Power of One* means one company with the power of our products, systems and people all focused on one goal, one promise: fulfilling our customers' needs. Customers can count on our communications, energy, industrial and specialty cable. Most of all, *The Power of One* means one culture, embodied by one team, wholly committed to the highest level of customer satisfaction.

*The Power of One* begins and ends with our people. Every day, 6,400 General Cable associates in eight countries serve our valued customers worldwide.

## Communications Milestones

- 1844** Supplied the insulated wire to Samuel Morse for his historic communication between Washington and Baltimore.
- 1945** Produced 80% of the battlefield telephone wire used by the Allied Troops in World War II.
- 1971** Supplied hundreds of miles of power and communications cable to link the control facilities with the launch platforms at Cape Canaveral.
- 1976** Developed, manufactured and installed an optical fiber cable, over one mile in length, at the U.S. Air Force's Arnold Engineering Development Center to provide a high-speed data link connecting rocket engine test sites to a central data process facility.
- 1977** Designed, developed and manufactured a 5.6-mile optical fiber cable that GTE installed in California as the world's first lightwave communications system to provide regular telephone service to the public.
- 1998** Produced a hybrid copper and fiber optic cable to provide communications to the guard station at the top of Mount Rushmore.
- 2000** Supplied on-board fiber optic cable for the ongoing requirements and maintenance of the International Space Station program.
- 2003** First to introduce the "Next Generation" Category 6 copper cable with industry leading attenuation performance — GenSPEED™ 6600.

***The* **1** *Power of ONE***®



## Our values

### Customers OUR FIRST PRIORITY

We take pride in being able to anticipate and meet customer needs. We maintain strong relationships with our customers and focus our work on their total satisfaction.

### Integrity THE FOUNDATION OF OUR ACTIONS

We believe in ethical behavior in all transactions. We set high personal standards for ourselves and expect the people with whom we conduct business to do the same.

### People OUR MOST IMPORTANT RESOURCE

We communicate with our associates by providing feedback, reinforcement, motivation and recognition. We invest a great deal of time and energy in our employees and support performance-driven training and development.

### Teamwork THE PATH TO EXCELLENCE

We promote trust and teamwork by initiating and supporting meaningful group projects, as well as by reinforcing and rewarding effective teamwork in action. At the same time, we encourage diverse input and contributions.

### Speed OUR COMPETITIVE ADVANTAGE

We know our customers have urgent needs. To meet those needs, we eliminate waste and unnecessary work, thereby reducing cycle time and excessive bureaucracy.

### Innovation THE WAY WE GROW

We believe in continually improving ourselves by promoting creativity and daring to think beyond the ordinary. We strive to deliver a higher degree of freshness in each of our businesses.

### Performance EXCEEDING CUSTOMER EXPECTATIONS

We are not afraid to set ambitious goals. We will continue to reinforce and recognize accomplishment and push ourselves even further to become the world's premier cable company.



KEEPING YOU CONNECTED AT THE  
*Speed*  
of **Life**™



General Cable, headquartered in Highland Heights, Kentucky, is a leader in the development, design, manufacture, marketing and distribution of copper, aluminum, and fiber optic wire and cable products for the communications, energy, industrial and specialty markets. The Company serves its customers through a global network of 28 manufacturing facilities in eight countries and through sales representation and distribution centers worldwide.



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