

January 6, 2011

Subject: Teck Price Increase Effective January 6, 2011

Dear Valued Customer:

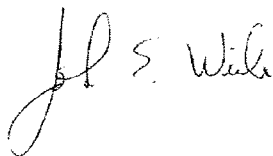
Over the past several weeks there has been significant volatility in the cost of raw materials used in the manufacture of wire and cable products including armored Teck Cable. As these costs increased, our product selling prices have remained largely unchanged or declined.

In an effort to partially recover these increased input costs, effective January 6, 2011, General Cable will be increasing the price of its open orders for Teck products by 8% to 10%. The increase will be accomplished by adjusting the discount on the pricing of open orders for Teck products. This raw material recovery increase is expected to be fully implemented in the next week. General Cable's outside sales representatives will be contacting customers to facilitate resolution.

A copy of this letter is available on our web site: www.generalcable.com.

We thank you for your business and your support of 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



Paul Liacos
National Sales Manager
General Cable Canada