



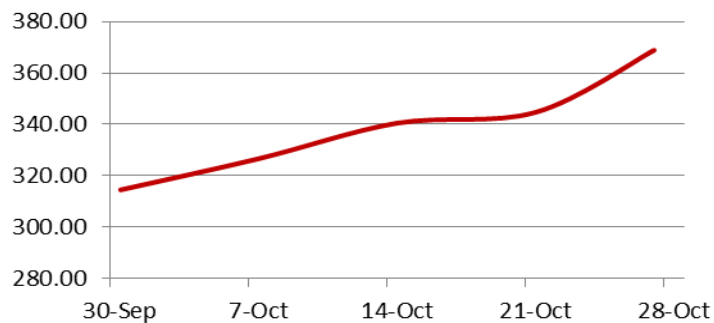
October 28, 2011

Subject: Carol® Brand Products Price Announcement

Dear Valued Customer:

In order to recover rapidly rising copper since our last price reduction on 9/23/2011, we are announcing a 2-4% price increase for Carol® Brand Portable Cord Products effective October 31, 2011. As always, we will re-establish prices as the market and costs dictate.

Daily COMEX October 2011



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 for the most recent price information.

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 General Cable Sales Contact or Electrical Agent supporting your account.

Sincerely,

Tom Bisson
Vice President, Sales
Electrical Distribution

Todd Sweeney
Product Manager-Cord
Carol Brand Products