



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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**GENERAL CABLE ANNOUNCES
MIKE WEBER, OF VIKING ELECTRIC SUPPLY,
AS THE FIRST WINNER OF THE
DO YOU KNOW CAROL[®] *BRAND? PROMOTION***

HIGHLAND HEIGHTS, KENTUCKY, April 27, 2010 – General Cable is pleased to announce that Mike Weber of Viking Electric Supply is the first winner of its *Do You Know Carol*[®] *Brand Cord?* Promotion.

Mike was presented with a \$500 gas card by Jim Dooley, Principal of Gaynor & Associates Inc., who represents General Cable products in the upper-Midwest United States, and Randy Artus, Viking Electric Contractor Sales Manager. When he was told he won, Mike said, “You have made my day! I commute 50 miles a day and you have no idea how much this will help. And, I KNOW Carol Brand Products!”

“Carol Brand cord has been preferred by contractors for years, but we have so many new products and services that we decided to launch the *Do You Know Carol Brand?* Promotion to spread the word,” said Tom Bisson, General Cable’s Vice President of Electrical Distribution Sales. “In its first month, the promotion has had excellent participation.”

It is very simple to participate in the *Do You Know Carol Brand?* Promotion. All Mike and others had to do was learn more about Carol Brand products and services, and then visit <http://carolcord.generalcable.com> to register to win.

“One example of General Cable’s cord product expertise is our Good/Better/Best Solution developed to meet any end-user’s portable cord requirements,” continued Bisson. “We have the industry’s most comprehensive line of rubber portable cord – including Carolprene[®] for standard applications, Super Vu-Tron[®] III for applications requiring superior performance, and the ultimate performance of Super Vu-Tron[®] Supreme. And, of course, we have a complete line of plastic and specialty cord products, too.”

“General Cable’s Carol Brand cord line is also available in custom colors by special order,” added Todd Sweeney, Product Manager for the company’s Carol Brand Cord and Cordset product lines. “End-users can choose from gray, blue, green, orange, yellow and red, or send us a custom color sample to match. In a sea of black cables in entertainment environments, soundstages, construction sites or other settings where temporary power is required, our clients can protect their cable investment with a unique color or custom print legend.

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GENERAL CABLE ANNOUNCES THE FIRST WINNER OF THE CAROL® BRAND CORD PROMOTION / TWO

“I am also happy to announce our most popular Carol Brand Cord Products are now available with TRU-Mark® sequential footage marking on the cable jacket,” continued Sweeney. “This enhanced numerical printing feature indicates the exact length of the cable, helping end-users with field cuts and distributors with inventory management. This sequential marker is clearly printed on the jacket, and their cord will be packaged according to the length they order.”

All General Cable Carol Brand Cord is made in the U.S.A. with the exacting performance characteristics detailed on the company’s product specification sheets. Many items are in stock for immediate delivery. And, whether it’s providing a prototype, solving an applications problem, or answering a technical question, General Cable’s associates make magic happen. The company’s Wire WizardsSM always seem to find the answer and serve the customer. And there’s no smoke or mirrors about that. With over 50 years of experience behind them, Carol Brand Cord leads the industry in quality and innovation. General Cable associates and their manufacturer representatives are focused on one goal – fulfilling their customers’ needs with quality products, availability and service.

The Do You Know Carol® Brand Cord? Promotion is still underway! Visit <http://carolcord.generalcable.com> and click on Do You Know Carol® Brand Cord? for your chance to win a \$500 gas card.

About General Cable

General Cable (NYSE: BGC), a Fortune 500 company 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 energy, industrial, specialty and communications markets. With annual revenues approaching \$5 billion, General Cable is one of the largest wire and cable manufacturing companies in the world. It operates 45 manufacturing facilities in 22 countries and employs more than 11,000 associates. Visit our website at www.GeneralCable.com.

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