



October 26, 2011

Dear Valued Customer:

General Cable continues to experience increased costs on plastic resins used for insulating and jacketing Outside Plant wire and cable products. Despite ongoing productivity improvements, these increases surpass our ability to fully absorb their financial impact. As a result, General Cable will be increasing the non-copper portion of Outside Plant wire and cable pricing by 7% effective November 1, 2011. This increase should be completely offset by the customary monthly adjustment for copper which has dropped significantly in the past month.

In order to obtain a reasonable return on our investment into a market that continues to experience year over year declines, General Cable has no choice but to mitigate increased raw material costs across all segments of our Telco business. This includes both our day to day commercial business and our longer term contractual accounts as those agreements are renewed.

In addition to direct correspondence to key customers, we will continue to utilize our website to post information regarding pricing, policy or other market related changes that are important to our customers. This information can be accessed by going to www.generalcable.com. Go to the **Products** tab and then select **Telecommunications Cables** from the drop down menu. From there, select **Pricing** and the posted notices will appear.

General Cable will continue to monitor changes in raw material costs, freight expenses, labor and market conditions that could impact our future pricing. We value your business and appreciate your support. Should you have any questions, please contact your local General Cable sales representative.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bob Kenny', written over a light gray rectangular background.

Bob Kenny
Vice President & General Manager,
Communications Products