

November 10, 2010

**Subject: Industrial Products Price Increase Effective December 1, 2010**

Dear Valued Customer:

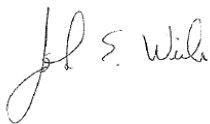
Effective December 1, 2010, General Cable will be increasing prices for all its Industrial products. The price increase averages 5% on a copper-adjusted basis, and is in effect for orders placed on or after December 1<sup>th</sup>.

As costs of raw materials have increased over the last several months our product selling prices have remained unchanged or declined. While we continue to reduce costs in our manufacturing facilities through Lean initiatives, we have only been able to partially offset these increased input costs.

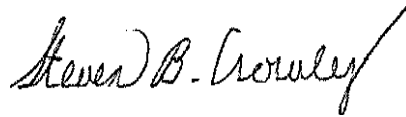
The new list price sheet, IND004, is available on our web site: [www.generalcable.com](http://www.generalcable.com). You will also find our updated building wire price sheet, BW-152, at the same location.

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



Steven Crowley  
Vice President of Sales  
Industrial Products