



February 28, 2011

**Subject: Industrial Products Price Announcement Effective March 7, 2011
Carol® Brand Products Price Announcement Effective March 7, 2011**

Dear Valued Customer:

Since our last announcement the U.S. and global economy continues to improve driving escalation of freight and key raw materials used in the manufacture of wire and cable. As these input costs continue to increase, our product selling prices have not fully reflected these increases. In order to recover these costs we are announcing the following price increase effective March 7, 2011.

- Carol® Brand Portable Cord, Industrial Flex, and Electronics: 6-8%
- General Cable Industrial Products: 3% (copper-adjusted)

Additionally, to capture incremental material and labor costs, there will be a 5-10% premium for all 250' put ups on standard products for Carol Portable Cord. This premium will be implemented at \$1.00 copper.

To assist in planning and communicating with your customers you can find this letter and Carol® Brand list price sheets at the following link on the General Cable website:

<http://www.generalcable.com/GeneralCable/en-US/Products/CordandCordsetProducts/Pricing/>

For industrial products you will find the new list price sheet, IND005, available on our web site: <http://www.generalcable.com/GeneralCable/en-US/Products/IndustrialCables/Pricing/>. You will also find our updated building wire price sheet, BW-153, 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. If you have any questions, please contact your Director of Sales, Regional Sales Manager, General Cable Agent or your Inside Sales Representative.

Sincerely,

Jay Lahman
Vice President and General Manager
Carol Brand Products

John Weiler
Vice President and General Manager
Industrial Products

