



NEWS RELEASE

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GENERAL CABLE ANNOUNCES MORIARTY AS VICE PRESIDENT OF U.S. SALES

HIGHLAND HEIGHTS, KENTUCKY, April 28, 2010 – General Cable Corporation (NYSE: BGC), a Fortune 500 company and a leading global supplier of wire and cable products for the energy, industrial, specialty and communications markets, has announced that Brian E. Moriarty has been promoted to Vice President, U.S. Sales. Moriarty will report to Gregory J. Lampert, Executive Vice President of the Company, and President and Chief Executive Officer, General Cable North America.

“In this role, Brian will lead our efforts in maximizing sales opportunities in existing markets, identifying and driving growth in new markets, and creating strategic customer partnerships to make General Cable the wire and cable supplier of choice,” said Lampert.

Moriarty has over 17 years experience in sales leadership, the last two leading General Cable’s Specialty Sales and Global Oil & Gas Sales Teams. He began his sales career with the Stanley Works in 1993, rising through the ranks with several assignments throughout the U.S. In 1998, Moriarty moved to Krone/ADC Telecommunications where he held several sales management positions, which culminated with him assuming overall responsibility for their North American Enterprise Sales.

Moriarty has a Bachelor of Science degree in Management from St. Louis University.

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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