



January 10, 2011

Subject: Datacom Products Board Price Increase Effective February 1st, 2011

Dear Valued Customer:

The market continues to experience extraordinary increases in the cost of raw materials used to manufacture our products. Since September, copper is up over 20% while FEP prices continue to rise. The market is also experiencing shortages in FEP and PVDF which is putting additional pressures on pricing. Oil based compounds, such as polyethylene, have also experienced increases over the past quarter. During this period, General Cable has absorbed the entire impact, as net pricing has not kept pace with energy and raw material increases.

To offset these higher input costs, we are announcing a 7-10% increase to our board pricing for Category Cable and Central Office products effective February 1, 2011. In addition, we are announcing a 5-7% board price increase for fiber products to offset similar raw material cost increases, effective on the same date.

It is General Cable's intention to make its best effort to support our valued customers. We are committed to reinforcing your efforts to communicate this pricing message as you work with your contractor and end user customers. Please feel free to contact your Regional Sales Manager or Datacom Product Representative with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Robert Kenny', written over a circular stamp or mark.

Robert Kenny
VP and General Manager, Communications Products
General Cable
4 Tesseneer Drive
Highland Heights, KY 41076