



May 6, 2011

Subject: Carol® Brand and Industrial Products Price Announcement Effective May 23, 2011

Dear Valued Customer:

As the global economy recovers the demand and pricing for key feedstock commodities and energy costs continue their rapid escalation. These events have resulted in continued increases in freight and raw materials used in the manufacture of wire and cable products. The examples below represent recently realized, plus additionally announced increases, that have yet to be recovered:

Crude oil	15%	PVC compound	8%
EPDM	9%	Natural Gas	5%
Neoprene	8%	Ethane	14%
Carbon Black	8%	Ethylene	23%
Tinned copper	10%	Plasticizers	8%
CPE	8%	FEP	15%
Packaging	8%	Freight	12%

As these input costs continue to rapidly increase, it is imperative that we capture these ex-metal increases in order to maintain our level of quality and service. In order to recover these costs we are announcing the following base price increase effective May 23, 2011.

- **Carol® Brand Portable Cord, Industrial Flex, Electronics, and Cordsets: 5-7%**
- **Carol/Helix Datacom : 5-7%**
- **General Cable Industrial Products: 2-5%**

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

