

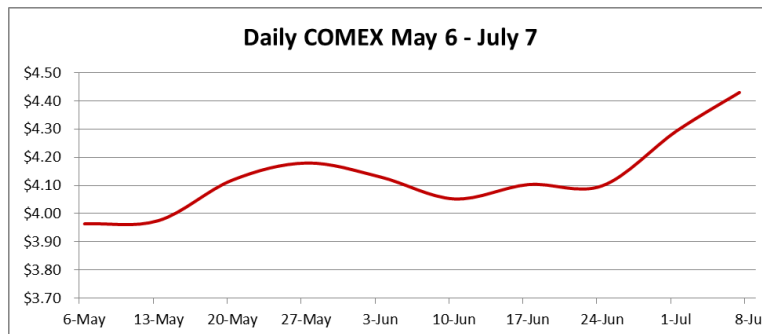


July 7, 2011

Subject: Carol® Brand Products Price Announcement-Effective July 11, 2011

Dear Valued Customer:

Since our last price announcement on May 6, 2011 copper has risen steadily. In order to recover rising copper costs we are announcing a 4-6% price increase for Carol® Brand Portable Cord, Cordsets, and Industrial Flex products effective July 11, 2011. As always, we will re-establish prices as the market and costs dictate.



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

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

Please refer to this website location each month for the most recent pricing.

General Cable will continue to support our valued customers. This pricing action allows us to continue to provide the high level of service and quality you have come to expect from General Cable. If you have any questions, please contact your General Cable Sales Contact or Electrical Agent supporting your account.

Sincerely,

Tom Bisson
Vice President, Sales
Electrical Distribution

Todd Sweeney
Product Manager-Cord
Carol Brand Products