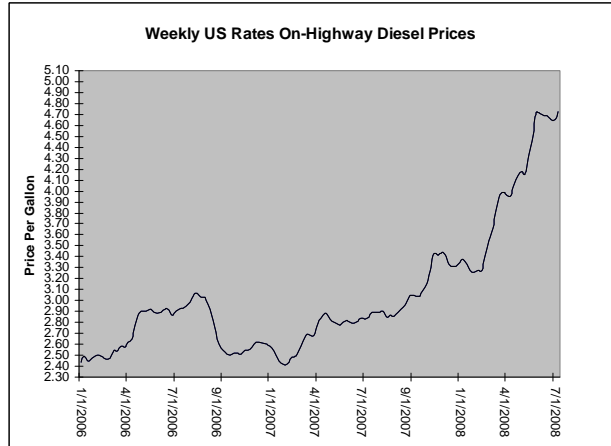


July 18, 2008

Subject: Datacom Products Freight Announcement – Effective August 11, 2008

Unprecedented increases in the price of diesel have continued to apply extreme pressure on our operating costs. In fact, as demonstrated below, the average cost of highway diesel has increased **40%** since January 2008 and a staggering **80%** since January 2007.



These costs are unavoidable to your and General Cable's businesses, as carriers pass through the current diesel cost as surcharges on every shipment. To address these escalating costs we are implementing the following freight terms on all shipments effective August 11, 2008:

- Pre-paid freight terms will increase to \$7,500 on all combined shipments of GenSPEED[®], NextGen[®], and Central Office Datacom Products
- Customer requested express shipments, for example Federal Express and UPS Red or Blue, will continue to be processed as in the past
- Any exceptional circumstance for a shipment outside of your normal freight consolidation day, please contact your Inside Sales Associate
- Any shipment outside your normal receiving location, please contact your Inside Sales Associate

Our mission through these difficult times remains the same – to continue to provide the highest level of product quality and service. Most of all, we thank you for your business and your support of General Cable Datacom products. If you have any questions, please feel free to contact your General Cable Regional Sales Manager or Datacomm Product Representative.



Craig Snyder
Vice President of Sales
Data Communications



Bob Kenny
VP and General Manager
Data Communications