

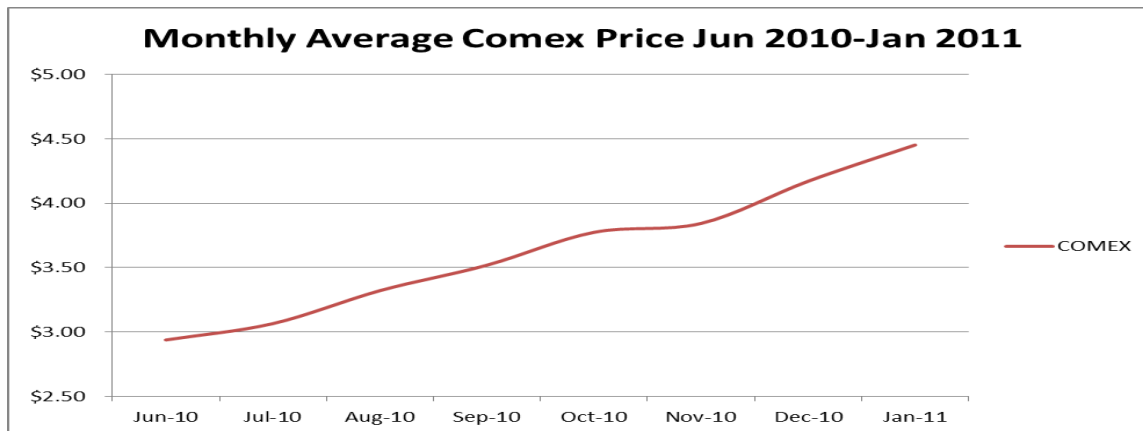


January 4, 2011

**Subject: Carol®, Gepco®, and Isotec® Brand Products Price Announcement
Effective January 10, 2011**

Dear Valued Customer:

Since our last price announcement on 12/10/2010, copper has continued to reach unprecedented levels. In order to recover these costs we are announcing a 6-8% price increase for Carol® Brand Portable Cord, Cordsets, Industrial Flex, Electronics, Carol/Helix Datacom, Gepco Broadcast and Isotec Electronics products effective January 10, 2011.



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 Web site:

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

Please refer to these website locations for the latest General Cable pricing.

General Cable will continue to support our valued customers. This pricing action will allow 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 Director of Sales, Regional Sales Manager, General Cable Agent or your Inside Sales Representative.

Sincerely,

Jay Lahman
Vice President/General Manager
Carol, Gepco and Isotec Brand Products

