



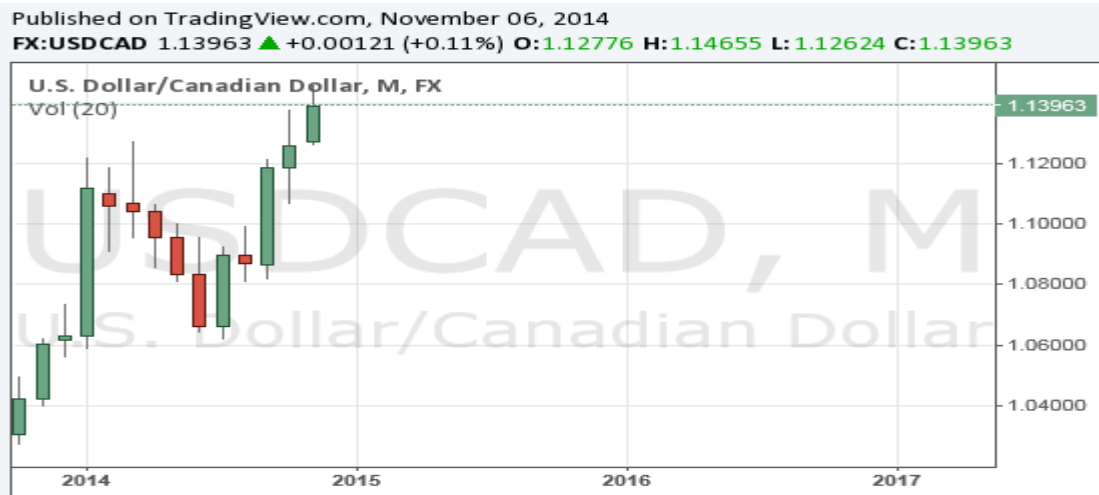
November 7, 2014

Subject: General Cable Industrial and Carol® Brand Cord Products

Effective: November 24, 2014

Dear Valued Customer:

Over the past six months, we have experienced continued cost pressure from the impact of the devaluation of Canadian currency versus the US dollar. Since June, the exchange rate has grown from 1.0666 to 1.1419. These market conditions, coupled with industry pricing practices, have not permitted full recovery of these currency costs.



To offset these increased input costs, we are announcing a 5% base price increase effective November 24, 2014 on all of our Carol Brand Cord Products and a 5-7% increase on Medium Voltage, Tray Cable, TECK Aluminum Interlock Armor, and 600 – 2 kV Single Conductor Power products.

General Cable will continue to support our valued customers. We understand the difficulty of managing these inflationary pressures and stand ready to assist you with information and tools to support you. This price increase will allow us to continue to provide the high level of service and quality you have come to expect from General Cable and our Products. If you have any questions, please contact your Sales Representative or Inside Sales person supporting your account. I thank you for your business and continued support.

W. Todd Sweeney
Vice President & General Manager
Industrial and Cord Products