

THIS IS GENERAL CABLE.



ONE COMPANY:
AN INNOVATOR'S HERITAGE.

HISTORY

General Cable embodies a pioneering spirit and passion for innovation that spans more than 170 years of continuous change and progress, both within the company and in the world around it.

Our legacy is a parade of industry firsts that reflects a culture of bold thinkers and problem solvers that time and time again have enabled us to redefine what's possible. Each and every company that has joined us through acquisitions and joint ventures over the years has added to our proud history.

16 General Cable Corporation was originally incorporated in New Jersey in 1927. At that time, it brought together the plant facilities and manufacturing experience of several older companies founded in the 1800s, including Standard Underground Cable, which was founded by American entrepreneur, engineer and electrical industry pioneer George Westinghouse.

1904 NSW, a General Cable company based in Nordenham, Germany, produced and installed a trans-Atlantic submarine telecommunications cable line connecting Borkum, Germany, to New York via the Azores—4,967 conductor miles.



OUR HISTORY

Since 1999, General Cable has transformed itself through a series of acquisitions and partnerships. This aggressive yet highly selective strategy has been key to moving closer to our vision of becoming the most highly regarded and successful wire and cable company in the world, operating in every major geographic market. These events are detailed on page 3, but here we are proud to share major milestones throughout our history, which has led us to the industry leadership position we hold today.



1844
Supplied the insulated wire to Samuel Morse for his historic communication between Washington, D.C. and Baltimore, Maryland, U.S.A.

1893
Produced 145 miles of cable for installation under New York City sidewalks and a 3,000 Volt cable for the first Chicago World's Fair.



1944
Produced 80 percent of the battlefield telephone wire used by the Allies and 50 percent of the Navy's power and communications cable.



1964
Adopted a new logo to reinforce and promote the letters "GCC" as the accepted abbreviation for General Cable Corporation.

1967
Supplied power cable to four THUMS (Texaco, Humble, Union, Mobile and Shell) man-made offshore islands at Long Beach, California, U.S.A. used for drilling and pumping fluid from oil-rich wells back to the mainland.

1976
Developed, manufactured and installed a custom optical fiber cable at the U.S. Air Force's Arnold Engineering Development Center to connect rocket engine test sites to a central data processing facility.



1971
Supplied hundreds of miles of power and communications cable to link the control facilities with the launch platform at Cape Canaveral, Florida, U.S.A.



1997
Began public trading on the New York Stock Exchange on Friday, May 16th.



1998
Produced a hybrid copper and fiber optic cable to provide electricity and communications to the guard station at the top of Mount Rushmore.



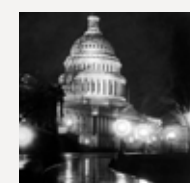
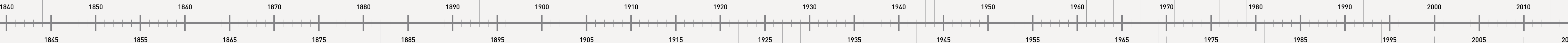
1979
Changed the company name to GK Technologies because "General Cable no longer describes the high technology company we are today."

1992
Supplied the wire and cable to build the infrastructure for the Olympic Games in Barcelona, Spain.



2003
Wired the Great American Ball Park—home of the Cincinnati Reds, baseball's oldest professional team—to provide data and voice transmission services.

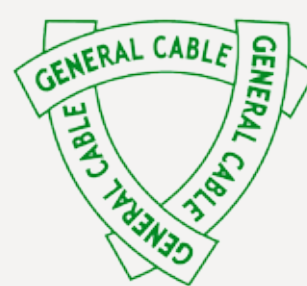
2013
Introduced the global *Wired as One* values program to unite all General Cable employees worldwide through a common set of value-based principles.



1882
Manufactured a seven-conductor line to link the U.S. Capitol with the State, War and Navy Buildings.



1886
Supplied wire to light the Statue of Liberty twice—first in 1886 and again for the Centennial celebration in 1886.



1927
After officially incorporating in New Jersey, U.S.A., the company designed the distinctive identity by which it would be known to its many customers, suppliers, investors and employees.



1929
Produced the first 75,000 Volt submarine cable in the United States for the Delaware River crossing.



1922
Invented Romex® Brand non-metallic sheathed cable at the company's facility in Rome, New York, U.S.A.



1935
Supplied the cable for power transmission from the Hoover Dam to Los Angeles—1,626 conductor miles.



1942
Produced wartime posters for the World War II Home Front Campaign in the U.S.A. to build morale, speed production and encourage economy and conservation.



1969
Selected a new signature for General Cable along with a new triad symbol modernized from the 1927 trademark.



1970
Installed the world's highest underground distribution line at Pikes Peak, Colorado, U.S.A.



1981
Acquired by Penn Central Corporation.



1994
Acquired by Wassall PLC, a British Holding Company.



1990
Acquired the Carol Cable Company and its industry leading Carol® Brand.



2010
Won a significant high-voltage offshore wind project in the Baltic Sea.

THIS IS GENERAL CABLE.

GLOBAL LEADER. RESPECTED INNOVATOR.
VALUED PARTNER. SOLID CITIZEN.
WE ARE A COMPANY OF PEOPLE THAT
SHARES A DEDICATION TO CONNECTING
AND POWERING THE WORLD.

Our products are a critical part of the fabric of society. This was true in the beginning of our journey as a company, it is true today, and we're always working to better position General Cable to make sure it's true in the next phase of our world's development.

This is General Cable. *One Company.
Connecting the World.*

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