



4 Tesseneer Drive  
Highland Heights, KY 41076

January 18, 2016

Dear Valued Customer:

General Cable continues to experience increased production costs associated with continually declining volumes in both the commercial and contractual telecommunications markets. Despite ongoing productivity improvements, these increases surpass our ability to fully absorb their negative financial impact. Additionally, while the price of oil has declined recently, the materials used to manufacture OSP wire and cable products have not seen a commensurate decrease in cost. Many suppliers have focused their production towards materials for other growing markets. All of this has combined to create an inflationary cost environment for the manufacture of wire and cable.

Due to these conditions General Cable is forced to mitigate increased production costs across all segments of our Telco business. Effective February 1, 2016 General Cable will be increasing Outside Plant wire and cable pricing by 6%. We anticipate the increase will be partially offset by the customary monthly adjustment for copper which has declined significantly month to date. Purchase orders placed prior to the increase will not be affected.

In addition to direct correspondence to key customers, we will continue to utilize our website to post information regarding pricing, policy, or other market related changes. This information can be accessed by going to [www.generalcable.com](http://www.generalcable.com). [Click here](#) or go to the **Information Center** and select **Price Announcements & Price Sheets**. From there, choose **Telecommunications Pricing** and the posted notices will appear.

General Cable will continue to monitor changes in raw material costs, freight expenses, labor and market conditions that could impact our future pricing. We value your business and appreciate your support. Should you have any questions, please contact your local General Cable sales representative.

Sincerely,

A handwritten signature in black ink that reads 'John E. Weiler'.

**John Weiler**

Vice President & General Manager,  
Communications Products