



December 18, 2014

**Subject: General Cable Industrial and Carol Cord Products  
Price Increase**

**Effective: January 12, 2015**

Dear Valued Customer:

Over the past 12 months we have experienced continued pressure from the impact of increased metal and non-metal costs of doing business, including healthcare, transportation, and copper and aluminum premiums. In spite of the recent decreases in oil and commodity prices and our lean sigma approach to controlling cost, we expect continued pressure as we enter 2015. These market conditions, coupled with industry pricing practices, have not permitted previously announced price increases to fully recover these input costs in 2014.

***To offset these increased cost we are implementing a 4-6% base price increase on all of our Carol Cord Products and a 3-5% base price increase on Medium Voltage, Tray Cable, Aluminum Interlock Armor, and 600-2kv Single Conductor Power products,***

General Cable is committed to supporting 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. We thank you for your business and continued support as we begin a new year in 2015.

A handwritten signature in black ink, appearing to read 'W. Todd Sweeney'.

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