PRYSMIAN GROUP ENHANCES GEN*SPEED*® PRODUCT LINE

SMALLEST DIAMETER IN 6A CMR CABLES; NEW CAT 6A INDOOR/OUTDOOR CABLE AND NEW PULL-PAC® PACKAGING FOR SMALL DIAMETER CAT 6A PRODUCTS

Highland Heights, KY, November 4, 2019 - Prysmian Group, world leader in the energy and telecom cable systems industry, announces enhancements to its 10 Gig Category 6A offerings with the launch of Gen*SPEED*® 10 MTP and UTP Category 6A Cables for Riser/CMR applications; Gen*SPEED* 10 UTP Category 6A Indoor/Outdoor Cable and a new REELEX® Pull-Pac® packaging for Category 6A products. The company continues to invest in world-class products and innovations with a proven track record of leadership in datacom cables.

"We continue to look for ways to enhance our Gen*SPEED* product portfolio and provide real value to our customers," said Matt Marcus, Datacom Product Manager. "The industry is evolving and looking for smaller, lighter and more flexible products, and the Gen*SPEED* family of products is a proven leader. We are creating the most technologically advanced products in the market as we continue to invest in world-class equipment and solutions."

Smaller, lighter and more flexible, the Gen*SPEED* 10 MTP and UTP Category 6A Cables are now available for Riser/CMR applications. These products feature the industry's smallest diameter for Riser/CMR Cat 6A Cables at 0.255" diameter for MTP and 0.260" for UTP. With the small diameter, Gen*SPEED* Category 6A Riser cables are lighter and more flexible allowing for increased conduit or tray fill capacity, smoother cable routing and easier installation.

The new Gen*SPEED* 10 UTP Indoor/Outdoor Category 6A Cable is also available as part of the Gen*SPEED* product line. "Prysmian is dedicated to bringing reliable and reputable products to market with a proven track record of innovation, concerning Category 6A cables," continued Marcus. "The Indoor/Outdoor cable extends the reach of 6A applications in wet environments with a brand customers trust."

In addition to the new products, GenS*PEED* 10 Category 6A Cables are now available in Pull-Pac® packaging that uses REELEX® tangle-free technology, a patented method of winding cable into a figure-eight coil. This method results in a reel-less, self-supporting coil that dispenses from the inside-out without twists, tangles, snags or overruns, translating to simplified cable management and installation, improved transportation efficiencies and overall labor and project cost reductions.

"We are focused on understanding what our customers' needs are today as well as how they will change in the future," said Rob Tully, VP of Sales. "We are excited to offer the most innovative products in the market and to be the first manufacturer in the industry to offer small diameter 10 Gig Cat 6A cables in Pull-Pac packaging. We are proven leaders in this industry and are proud to continue enhancing our products to give our customers the best benefits on the market."

Prysmian Group manufactures a wide range of high-performance Gen*SPEED* copper data communications cables that deliver solutions to keep customers connected. Visit us online at https://www.generalcable.com/na/us-can/products-solutions/communications/datacom-cable/category-6a-10-gig-cable.

About Prysmian Group North America:
Based in Highland Heights, KY, Prysmian Group North America operates in the United States and Canada. In July 2018, the Group finalized the acquisition of General Cable resulting in combined operations that include 23 plants, 6 R&D centers and over 5,800 employees. In 2018, Prysmian Group North America's combined net sales totaled $4 billion. The Group is strongly positioned in high tech markets and offers the widest possible range of products, services, technologies and know-how. A world leader in the design, manufacture and sale of wire and cable products, Prysmian Group North America's business units include power distribution, specialty, telecoms, trade & installers and energy projects (HV). Prysmian Group is a public company, listed on the Italian Stock Exchange in the FTSE MIB index. Additional information is available at na.prysmiangroup.com.

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