



February 17, 2014

To our valued Customers:

We are pleased to announce that Southwire has successfully completed its tender offer for all outstanding shares of common stock of Coleman Cable, thus making Coleman a part of the Southwire organization. This transaction brings us one step closer to expanding our product and service offering to you and your customers.

Closing the transaction is only the first step of many important steps. Now, the real work begins with integrating these two organizations to achieve new levels of growth, innovation and service.

As we work to craft our integration strategy, we want to assure you that we value our relationships with our customers and put continuity of service and performance at the top of our list of integration priorities. As such, during this strategy-development phase, we do not anticipate that your day-to-day operations and business dealings with Coleman and Southwire will be impacted. For Coleman customers: Your Coleman contacts will remain the same, you will continue to submit purchase orders to Coleman Cable and your product shipments will continue to flow from Coleman Cable facilities. For all of our customers: The only changes that you may see will occur in select markets where we are changing sales agents. In those select markets, we are working to ensure a smooth transition to our new agents.

One of the most exciting integration projects we are actively working on is the combined company's ability to offer Coleman Cable products to Southwire customers and vice versa. We will work hard to accomplish this project in a timely, yet methodical, manner and we look forward to providing you with an update in the coming months.

Our end objective is to strategically position the combined company in a way that ensures customer satisfaction and accelerates our ability to expand product offerings and sales.

We appreciate your business and look forward to working with you in this new era of opportunities. If you have any questions, please feel free to contact your Coleman or Southwire representative.

Sincerely,

Your Coleman Cable and Southwire Family

A handwritten signature in black ink that reads "Norman Adkins".

Norman Adkins  
Southwire  
President, Electrical Division

A handwritten signature in black ink that reads "Kathy Jo Van".

Kathy Jo Van  
Coleman  
Executive Vice President, Distribution Group