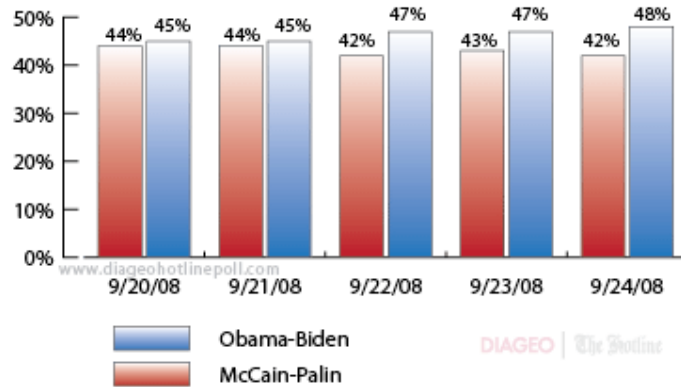


DIAGEO | The Hotline

September 24, 2008

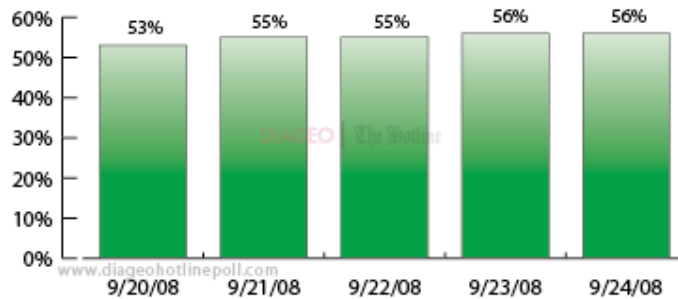
New York, NY – The Diageo/*Hotline* Daily Tracker Poll shows a 2-point bump for the Obama-Biden ticket since the September 23 Poll, with a 6-point lead over McCain-Palin. In today's Poll, Obama-Biden is at 48% and McCain-Palin is at 42%, with 8% of voters undecided.

General Election Ballot: McCain-Palin v. Obama-McCain*



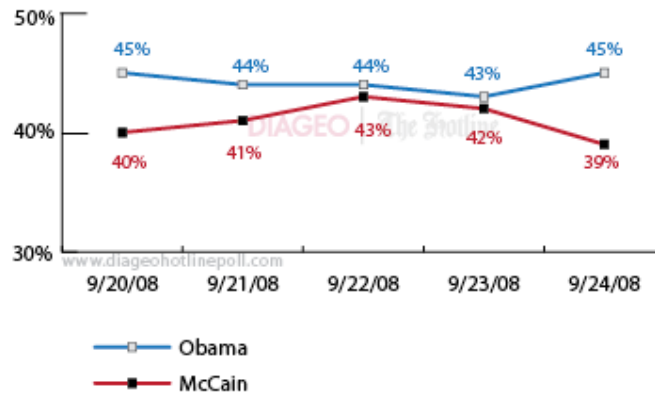
The Diageo/*Hotline* Daily Tracker Poll now shows a leveling off of the perception that the economy is the top issue facing the country, with more than half of voters agreeing with this view.

Top Issue Facing Country: The Economy*



With regard to perceived performance on the economy, Obama has re-established a lead on the metric of "who would do the best job handling the economy," increasing his 1-point margin from the September 23 Poll, to a 6-point advantage in today's Poll, (45% - 39%). That said, overall, McCain maintains a solid advantage over Obama in his perceived preparedness to lead the country (50% - 39%).

Who would do Best Job Handling Economy?*



The Palin Factor

As the GOP VP candidate Palin continues to expand her visibility on the national stage, as evidenced by her making the rounds this week with key foreign policy entities, the Poll shows a gradual decline in voter perceptions of her preparedness “to serve as President” if John McCain were unable to. In the first Poll after her speech at the RNC (September 8), 49% of voters said she was “prepared” and 44% said she was “unprepared”.

In addition, in the September 8 Poll she enjoyed strong support among her base as well as Independents: 80% of GOP voters said she was “prepared” and 55% of Independents said she was “prepared.”

In today’s Poll, there is a drop across the board in these perceptions: 44% of voters now say she is “prepared,” reflecting a 5-point drop since September 8 and 51% say she is “unprepared,” reflecting a 6-point jump since September 8.

Among GOP voters, there is a 4-point drop in her perceived preparedness and among Independents, there is an even steeper drop (14 points since the September 8 Poll).

** data presented in charts based on rolling 3-day average of 900+ interviews concluded the previous day (based on at least 300 interviews conducted daily).*

To schedule an interview with Ed Reilly, contact Smriti Sateesh at (212) 850-5749 or Smriti.Sateesh@fd.com.

Methodology: The Diageo/Hotline Daily Tracker Poll, conducted by FD, is a new daily tracking poll that is being conducted from September 2, 2008 until Election Day, November 4, 2008. The poll is being conducted via telephone among a random, nationally representative sample of registered voters, age 18 and older. FD is reporting daily tracking numbers based on no fewer than 900 registered voters nationwide each day up to Election Day. Results will be released daily, Monday through Friday. Today’s results are based on combined data from Sept 21 to Sept 23, 2008, with n=903 registered voters (margin of error +/- 3.3%).

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