

DIAGEO | The Hotline

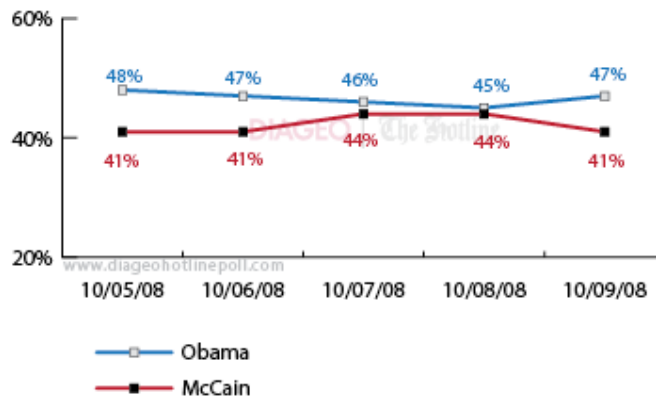
October 9, 2008

New York, NY – From September 2 - September 30, 2008 the Diageo/*Hotline* Daily Tracker Poll has been conducted via telephone among a random, nationally representative sample of registered voters, age 18 and older. As we move closer to the general election, we have focused our sample on those considered to be most likely to vote. Therefore, our release of daily tracking results will now be lead by our likely voter results.

After the first night of polling conducted after the second Presidential debate, today's Diageo/*Hotline* Daily Tracker Poll shows Obama-Biden regaining their lead over McCain-Palin in the head-to-head among likely voters, after several days of a closing in on their margin.

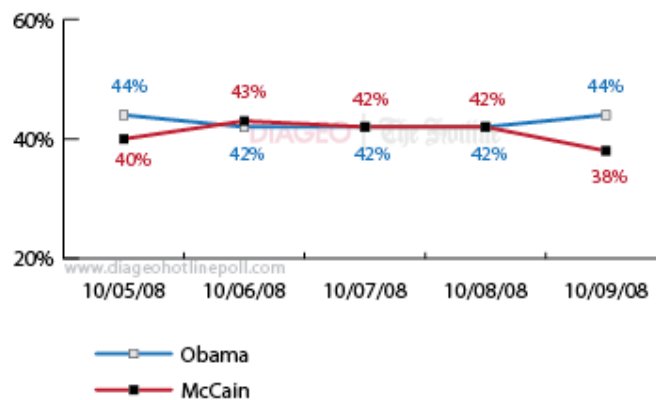
In today's Poll, Obama-Biden is at 47%, McCain-Palin is at 41%, with 9% of voters undecided.

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



With the Presidential town hall debate dominating airwaves, and with the economy continuing to be the most top of mind issue for likely voters (66% say it is the top issue facing the country), the Poll shows Obama regaining his lead on McCain on his perceived performance on the economy (44% to 38%).

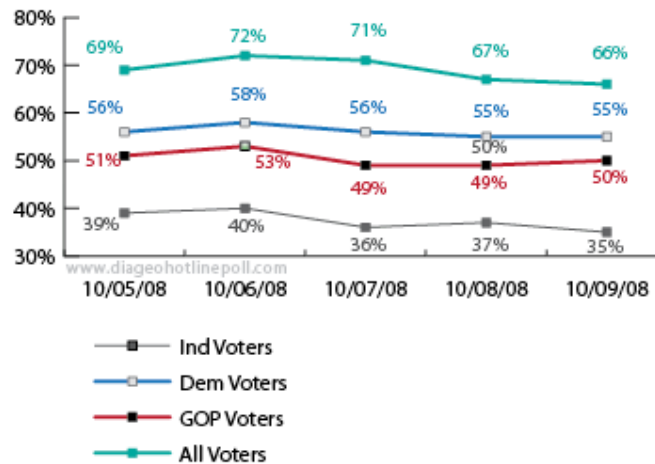
Who would do Best Job Handling the Economy?*



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In terms of reported enthusiasm for their candidates, despite a shift in perceptions of candidate performance on key issues such as the economy, the Poll shows little fluctuation over the past week in how enthusiastic likely voters are.

Enthusiastically Support Candidate*



* data presented in charts based on rolling 3-day average of 800+ likely voter interviews (out of 900+ registered voter interviews) concluded the previous day. This is 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: From September 2 - September 30, 2008 the Diageo/*Hotline* Daily Tracker Poll has been conducted via telephone among a random, nationally representative sample of registered voters, age 18 and older. As we move closer to the general election, we have focused our sample on those considered to be most likely to vote. Therefore our release of daily tracking results will now be lead by our likely voter results (based on rolling 3-day average of 800+ likely voter interviews (out of 900+ registered voter interviews), concluded the previous day). Results are released daily, Monday through Friday. Today's results are based on combined data from Oct 6 to Oct 8, 2008, with n=852 likely voters (margin of error +/- 3.4%).

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