

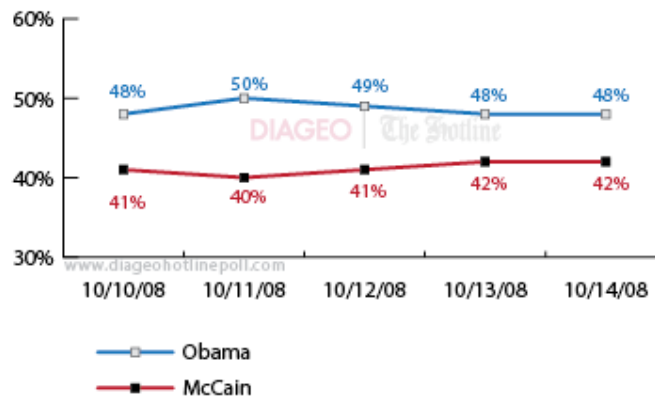
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October 14, 2008

New York, NY –Today's Diageo/*Hotline* Daily Tracker Poll shows no change in the head-to-head between Obama-Biden and McCain-Palin.

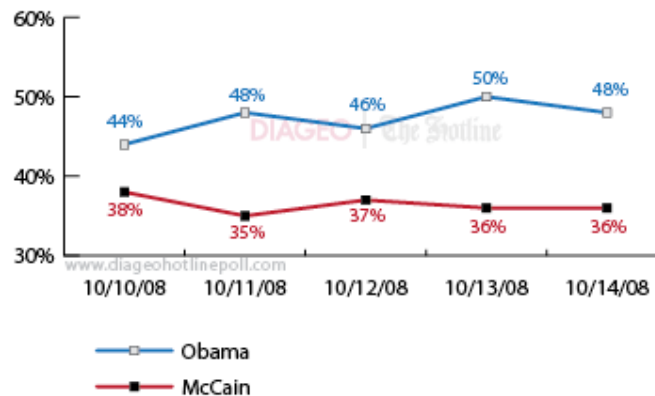
In today's Poll, Obama-Biden are at 48%, McCain-Palin are at 42%, with 7% of likely voters undecided.

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



Today's Poll also shows little change in Obama's advantage over McCain on perceived performance on the top issue of the economy (48% - 36%). Obama has gained 10-points on this measure since last week, with a 6-point swing since the October 10 Poll.

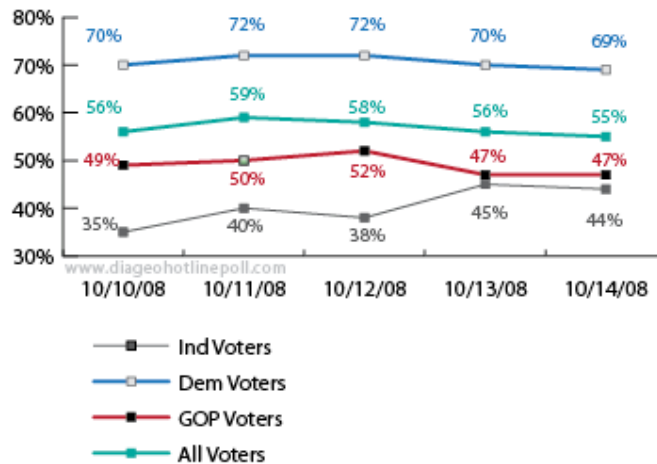
Who would do Best Job Handling the Economy?*



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In terms of reported enthusiasm for their candidates, the Poll shows that self-identified Independents have been gradually on the incline since the October 10 Poll. Democratic likely voters remain more enthusiastic than their GOP counterparts (69% - 55%).

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. Today's results are based on combined data from Oct 11 to Oct 13, 2008, with n=829 likely voters (margin of error +/- 3.4%) and n=907 registered voters (margin of error +/- 3.3%).

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