

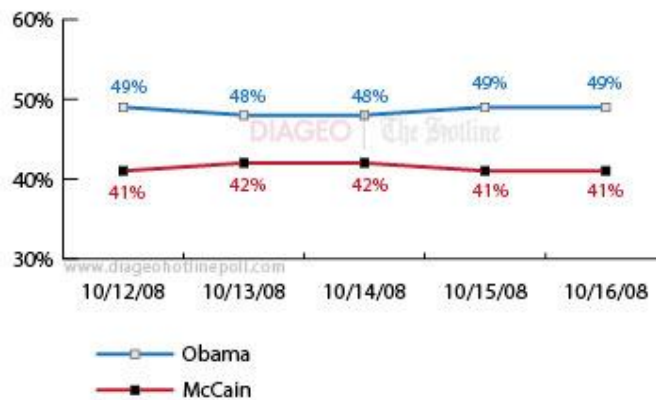
DIAGEO | The Hotline

October 16, 2008

New York, NY – Today's Diageo/*Hotline* Daily Tracker Poll shows that the Obama-Biden ticket is maintaining its solid lead over McCain-Palin. Today's head-to-head results are unchanged from yesterday's Poll.

In today's Poll, Obama-Biden are at 49%, McCain-Palin are at 41%, with 7% of likely voters undecided.

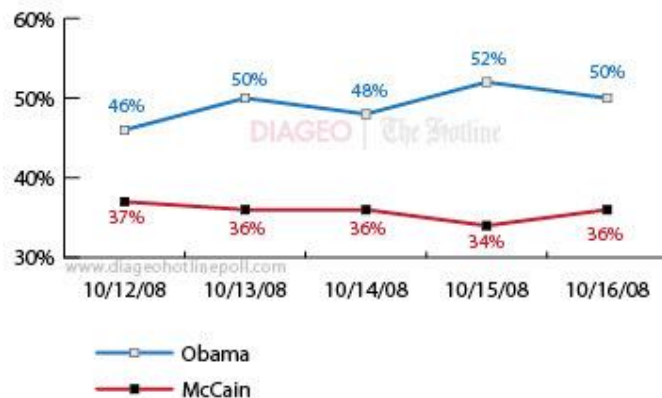
General Election Ballot: McCain-Palin v Obama-Biden*



With the condition of the economy dominating both headlines and people's concerns, today's Poll continues to show that Obama is maintaining his lead over McCain on his perceived performance on the economy, (50% - 36%). However, Obama's lead over McCain on this issue has decreased by 4 points since the October 15 Poll.

More specifically, among those who say the economy is the top issue facing the country (65% of likely voters) the head-to-head is in favor of Obama-Biden by an 18-point margin (54% - 36%).

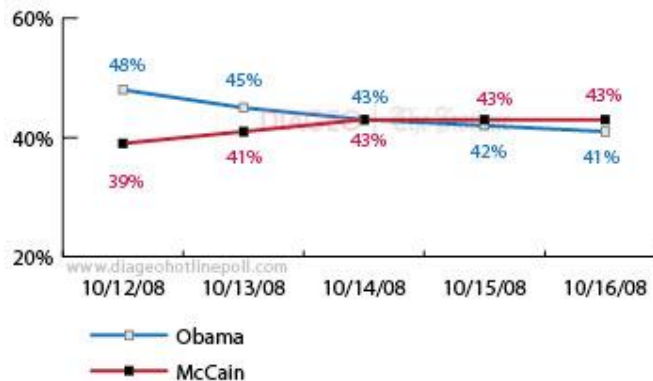
Who would do Best Job Handling the Economy?*



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On the other hand, in terms of perceived performance on America's energy policies, McCain has gone from being 9 points behind Obama in the October 12 Poll, to 2 points ahead in today's Poll.

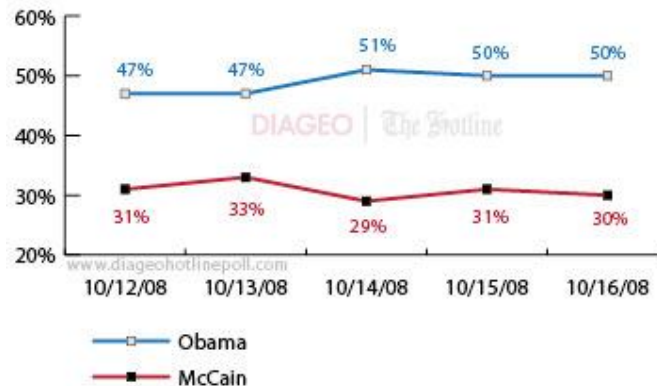
Who would do Best Job Managing America's Energy Policies?*



Focus on Independents

The Poll shows that Obama enjoys greater support among Independents than McCain. Among this group, Obama-Biden have a 20-point advantage over McCain-Palin in the head-to-head, (50% - 30%).

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



Further, Independent likely voters overwhelmingly say that Obama "better understands the needs and priorities of people like yourself," (54% - 27%). Obama also bests McCain among all likely voters on this measure, albeit by a smaller margin, (52% - 35%).

That said, the majority of all likely voters and Independent likely voters say that McCain is more prepared to lead the country by the same 8-point margin, (48% - 40% for all likely voters; 43% - 35% for Independent likely voters).

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* 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 13 to Oct 15, 2008, with n=817 likely voters (margin of error +/- 3.4%) and n=909 registered voters (margin of error +/- 3.3%).

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