

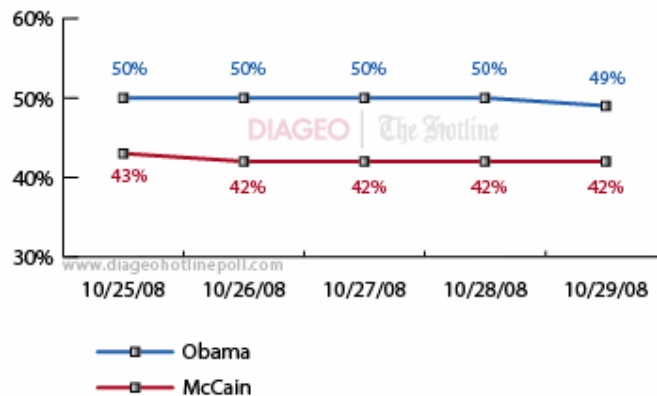
DIAGEO | The Hotline

October 29, 2008

New York, NY – Today's Diageo/*Hotline* Daily Tracker Poll shows the Obama-Biden ticket maintaining lead over McCain-Palin among likely voters.

In today's Poll, Obama-Biden is at 49%, McCain-Palin is at 42%, and 6% of likely voters are still undecided.

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



Today's Poll shows that 18% of voters have already voted, and among those voters, Obama-Biden leads McCain-Palin by 16 percentage points, (54% - 38%).

Spotlight on Undecided Voters

In aggregating the "Undecided" extremely likely or very likely voters over the past two weeks (October 14-28) into a subsample of 275 voters, the Poll finds that these undecided voters tend to slightly favor a Republican candidate over a Democratic candidate.

Specifically, this analysis find that 29% of undecided voters identify themselves as Republicans, 38% self-identify as Independents and 22% self-identify as Democrats.

In looking at who undecided voters intend to vote for in Congressional elections, the analysis finds that a solid majority (61%) have no preference, 21% support the Republican candidate for Congress and 18% support Democratic candidate for Congress

On the measure of who is "more prepared to lead the country", John McCain leads Barack Obama 39%-11% (+28), with 51% unable to choose either candidate

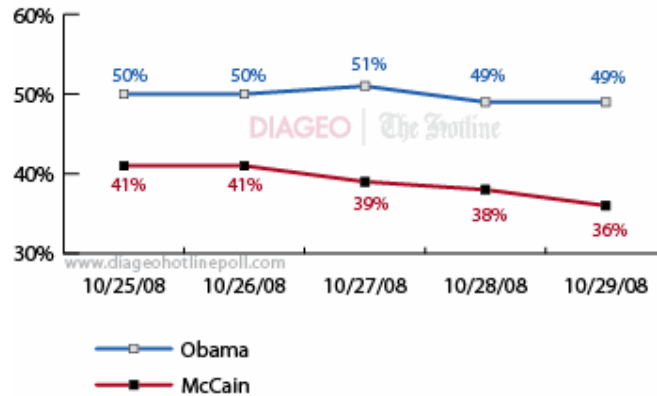
And, on the measure of who better understands the need and priorities of voters, Barack Obama leads John McCain 34%-17% (+17), with 49% unable to choose either candidate

"There are no clear indications based on demographics or attitudes that undecided voters will break significantly for one candidate over the other," said Brent McGoldrick, Vice President of FD. "However, when it comes to measures of self-identification, congressional vote preference and attitudes regarding who is more prepared to lead, McCain enjoys a slight advantage among undecided voters."

Issues/ Preparedness

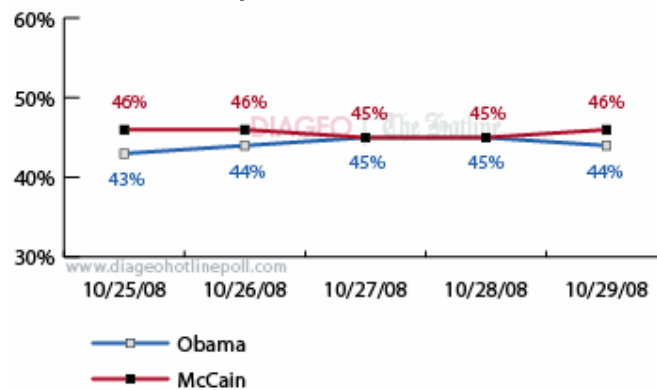
In terms of expected performance on the economy, the Poll shows Obama expanding his lead over McCain, which has increased from a 9-point gap in the October 25 Poll, to a 13-point difference in today's Poll, (49% - 36%).

Who would do Best Job Handling the Economy?*



Today's Poll shows that the two candidates are at parity in terms of preparedness to lead, as McCain's 2-point lead on this measure (46%-44%) is within the margin of error.

Preparedness to Lead*



* 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.

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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. Results are released daily. As of the October 25 Poll, in light of the increasing proportion of the population that has reported to be early or absentee voters, FD has decided to include those defined as “voters who have indicated they are extremely likely to vote, very likely to vote or have already voted absentee or early” in the likely voter sample. Today’s results are based on combined data from Oct 26 to Oct 28, 2008, with n=870 likely voters (margin of error +/- 3.3%) and n=909 registered voters (margin of error +/- 3.3%).

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