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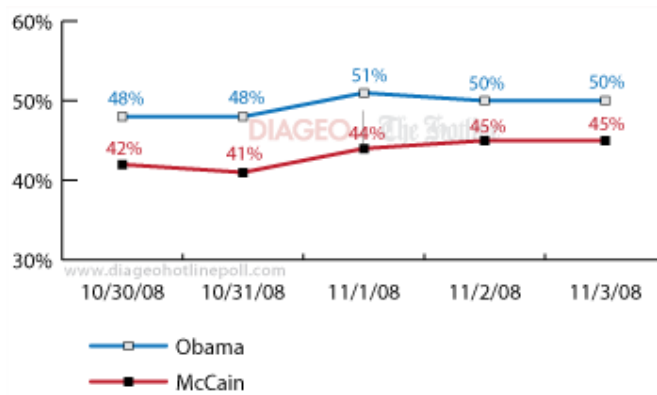
Final Diageo/Hotline Daily Tracker Finds Obama Leading 50%-45%

November 3, 2008

New York, NY – On the eve of the Election, the final Diageo/Hotline Daily Tracker Poll shows the Obama-Biden ticket with a solid lead over McCain-Palin among likely voters, showing little change from the weekend Polls.

In today's Poll, Obama-Biden is at 50%, McCain-Palin is at 45%, and 5% of likely voters are still undecided.

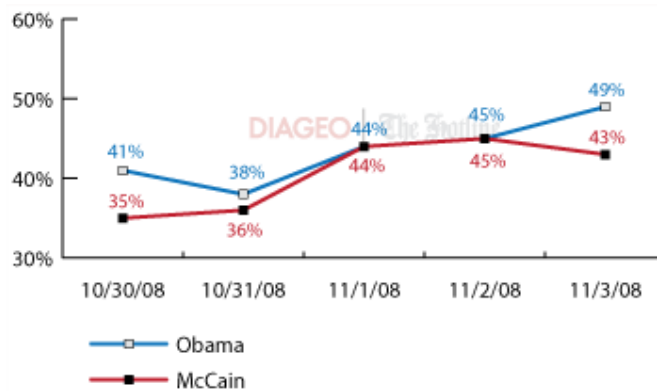
General Election Ballot: McCain-Palin v Obama-Biden* **



Today's Poll shows that 27% of voters have already voted, and among those voters, Obama-Biden leads McCain-Palin by seven percentage points, (51% - 44%).

Among Independent likely voters, Obama leads McCain by approximately the same margin as he does among all likely voters.

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

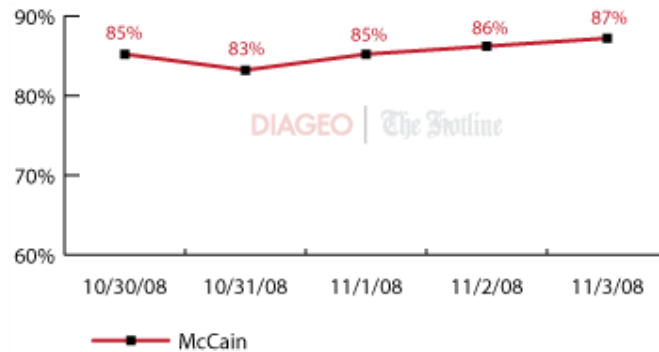


N=153 Independent voters, MoE = +/- 7.9%

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The Poll also shows that GOP support for McCain-Palin has been solidifying, up from 83% in the October 31 Poll, to 87% in today's.

General Election Ballot Among Republicans for McCain-Palin*

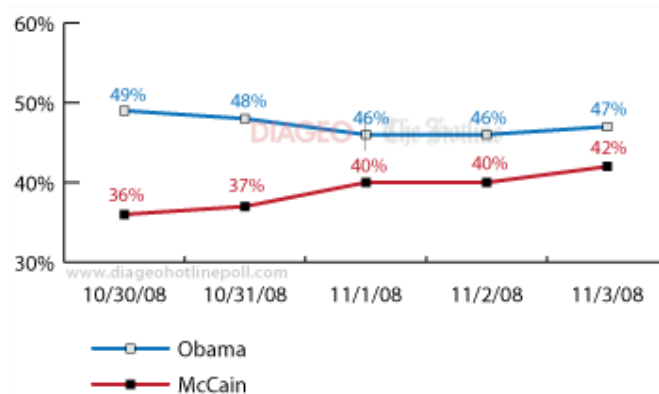


N=320 Republican likely voters, MoE = +/-5.5

The Economy

In terms of expected performance on the economy, which remains the top national issue cited by likely voters (at 56%) the Poll shows that McCain has gradually closed in on Obama's lead, (47% - 42%).

Who would do Best Job Handling the Economy?*



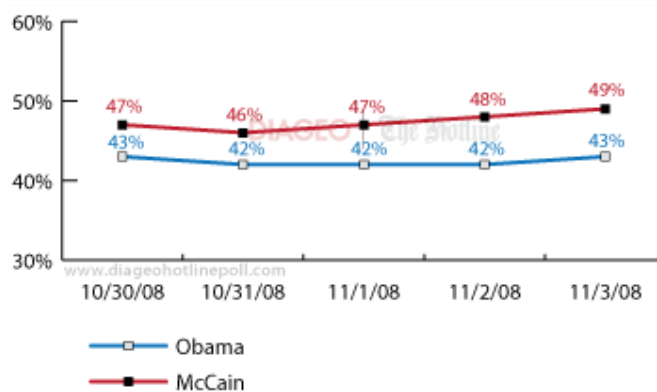
Among those who have already voted, the two candidates are at par in terms of expected performance on the economy, (McCain, 46% - Obama, 45%).

In addition, among Independent likely voters, the two candidates are also at par on this issue, (Obama, 43% - McCain, 42%).

Preparedness to Lead

Today's Poll shows that McCain continues to dominate Obama on his preparedness to lead, with a six point advantage over Obama, (49% - 43%).

Preparedness to Lead*



Among those who have already voted, the gap between the two candidates on this measure is narrower than it is among likely voters, (McCain, 47% - Obama, 45%).

And, among Independent likely voters, McCain leads Obama on this measure by an even larger margin than he does among likely voters of 13 points, (50% - 37%).

Regional Breakdown

The Poll also shows that two candidates are neck and neck in the West, with McCain-Palin only two points ahead of Obama-Biden in this region, (49% - 47%). Obama-Biden leads McCain-Palin in the highly contested region of the Midwest, (53% - 42%). McCain-Palin leads Obama-Biden by three points in the South, (49% - 46%), and Obama-Biden is ahead of McCain-Palin by 12 points in the Northeast (53% - 41%).

Table 1: Head-to-Head Ballot by Region

| Candidates | West | South | Midwest | Northeast |
|---------------------|------|-------|---------|-----------|
| McCain-Palin | 49% | 49% | 42% | 41% |
| Obama-Biden | 47% | 46% | 53% | 53% |

N=887 likely voters, MoE=+/-3.3%

* 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.

** Based on an analysis of responses to questions on candidates' images, partisan identification and demographics, "Refused" responses in the head-to-head question were assigned either to Obama, McCain or Undecided.

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 October 31 to November 02, 2008, with n=887 likely voters (margin of error +/- 3.3%) and n=907 registered voters (margin of error +/- 3.3%).

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