

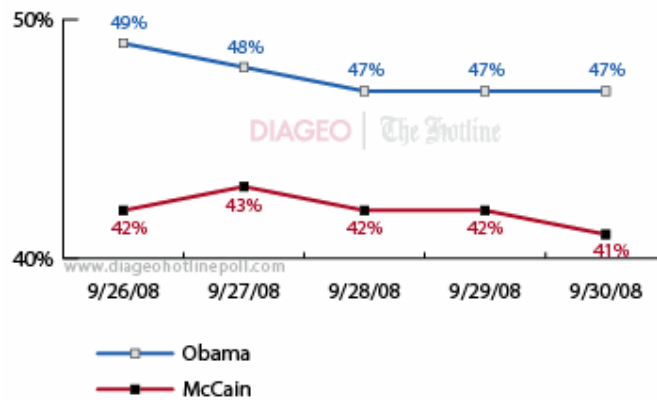
DIAGEO | The Hotline

September 30, 2008

New York, NY – With the failure of the bailout plan and the financial crisis dominating the airwaves, today's Diageo/*Hotline* Daily Tracker Poll shows little shift in the race for the Presidency, but a continued lead for the Democratic contenders.

In today's Poll, Obama-Biden is at 47%, McCain-Palin is at 41%, with 10% of voters undecided.

General Election Ballot: McCain-Palin v. Obama-Biden*, September 27-29, 2008

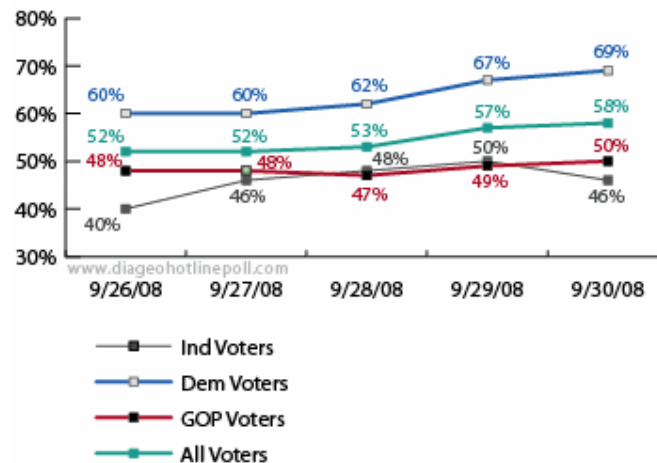


Spotlight on Enthusiasm

Enthusiasm levels for their candidates have been steadily increasing for all voters, showing a 6-point jump from the September 26 Poll (52%) to today's Poll (58%).

Despite this overall increase, GOP voters' reported enthusiasm levels for their candidates have remained relatively flat. Democratic voters, on the other hand, not only display far greater enthusiasm levels for their candidate than their Republican counterparts (69% - 50%), but their levels of enthusiasm have been steadily increasing, from 60% in the September 26 Poll, to 69% in today's Poll.

Enthusiastically Support Candidate, September 27-29, 2008*



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Voters who report high enthusiasm for their candidate are far more inclined to say they will vote for Obama-Biden (62%), than for McCain-Palin (38%).

Among Obama-Biden supporters specifically, the proportion of voters who report that they are enthusiastic for their candidate has been steadily increasing (from 57% in the September 26 Poll, to 68% in today's Poll).

Conversely, over the past week, there has been little shift in reported levels of enthusiasm for those who say they will vote for McCain-Palin (from 45% in the September 26 Poll, to 46% in today's Poll).

** data presented in charts based on rolling 3-day average of 900+ interviews concluded the previous day (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: The Diageo/*Hotline* Daily Tracker Poll, conducted by FD, is a new daily tracking poll that is being conducted from September 2, 2008 until Election Day, November 4, 2008. The poll is being conducted via telephone among a random, nationally representative sample of registered voters, age 18 and older. FD is reporting daily tracking numbers based on no fewer than 900 registered voters nationwide each day up to Election Day. Results will be released daily, Monday through Friday. Today's results are based on combined data from Sept 27 to Sept 29, 2008, with n=901 registered voters (margin of error +/- 3.3%).

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