

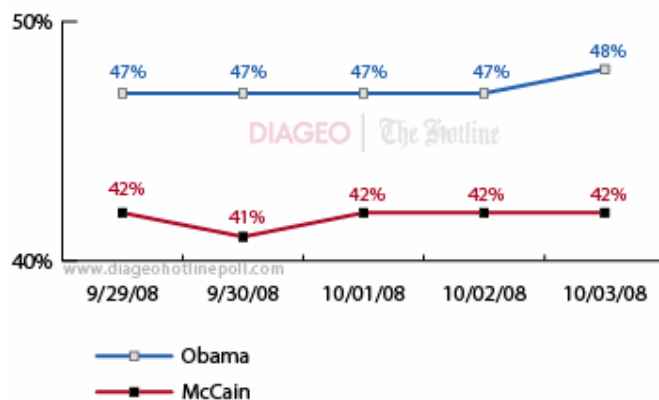
DIAGEO | The Hotline

October 3, 2008

New York, NY – Today's Diageo/*Hotline* Daily Tracker Poll finds that the Obama-Biden continues to lead the McCain-Palin in the head-to-head, with a one-point uptick for the Democratic ticket since yesterday's Poll.

In today's Poll, Obama-Biden is at 48%, McCain-Palin is at 42%, with 9% of voters undecided.

General Election Ballot: McCain-Palin vs. Obama-Biden*

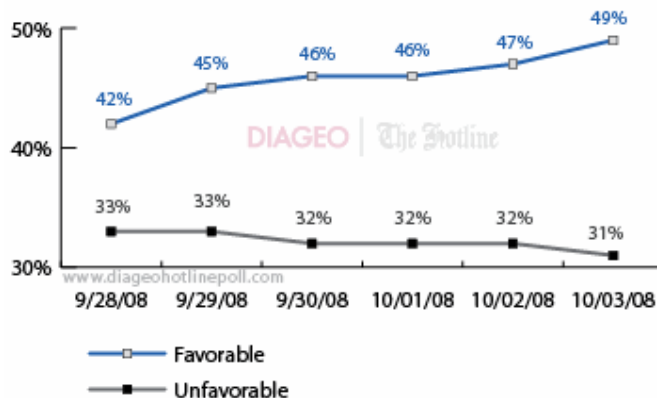


On the issue of which candidate would better manage the economy, Obama maintains his lead over McCain, (47% - 38%). That said, McCain maintains his considerable lead over Obama in terms of which candidate would do the best job handling national security, (54% - 36%). On the issue of who would do the best job managing America's energy policies, Obama has widened his lead over McCain by since yesterday's Poll, (43% - 40% in the October 2 Poll; 45% - 38% in today's Poll). Obama also maintains his lead over McCain on the issue of healthcare, (50% - 32%).

Vice Presidential Candidates' Image Ratings

Today's Poll, fielded the night of the Vice-Presidential debate, finds that Joe Biden's favorability rating has increased seven points from 42% in The September 28 Poll, to 49% in today's Poll.

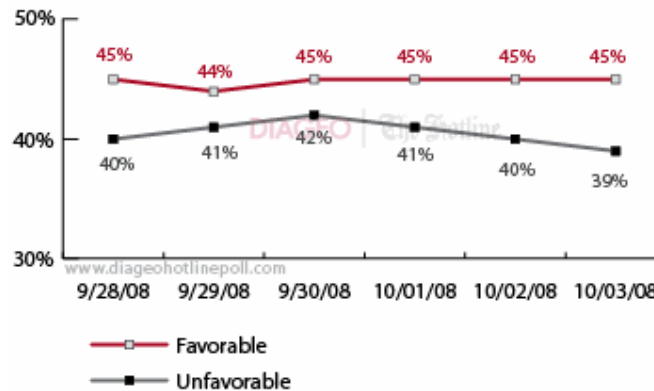
Favorability: Joe Biden*



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Meanwhile Sarah Palin's favorability ratings have remained stable throughout the week.

Favorability: Sarah Palin*



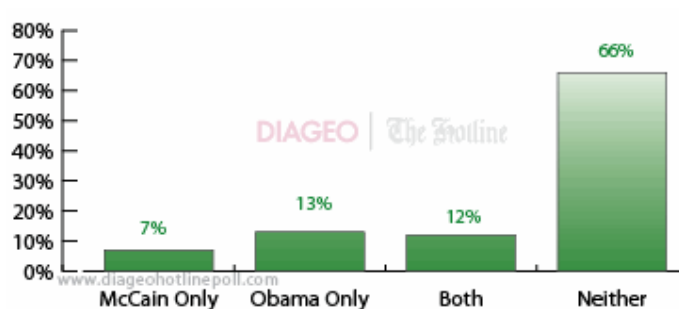
Focus on Campaign Outreach

As both campaigns continue their "ground game" of registering and contacting voters, the Poll finds that 32% of voters have been contacted directly by the McCain campaign, the Obama campaign or both.

Specifically, respondents were asked if they have been directly contacted by the McCain or Obama campaigns in the last two months, either over the telephone or in-person. The Poll finds that 7% of voters say they have been contacted by the McCain campaign, 13% say they have been contacted by the Obama campaign, and 12% of voters say they have been contacted by both campaigns.

In terms of the impact this voter contact is having on the race, among voters who have been directly contacted by both campaigns, Obama leads McCain 50%-32%, with 15% undecided.

Voters who have been Contacted by the McCain and Obama Campaigns in the Last Two Months*



Today's results also show that the battle for voters in the middle is a focus of both campaigns, as 21% of Undecided voters say they have been contacted by both campaigns.

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The Obama campaign has been reaching out to Hispanic voters more than the McCain campaign, as 28% of Hispanics say they have been contacted by Obama-Biden, 6% say they have been contacted by McCain-Palin, and 4% have been contacted by both.

** 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) 850-5735 or Smriti.Sateesh@fd.com.

Methodology: The Diageo/*Hotline* Daily Tracker Poll, conducted by FD, is a 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 30 to Oct 2, 2008, with n=909 registered voters (margin of error +/- 3.3%).

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