

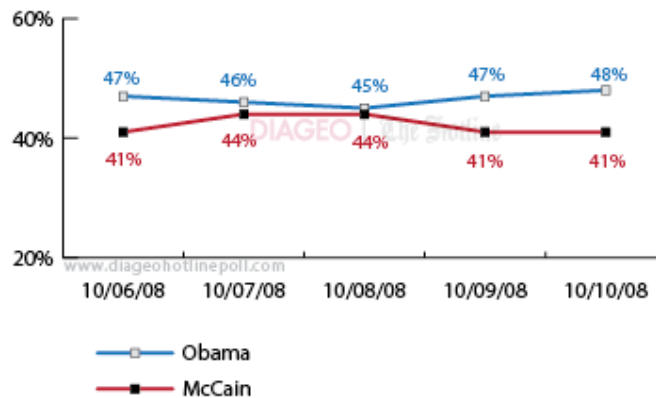
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October 10, 2008

New York, NY –Today's Diageo/*Hotline* Daily Tracker Poll shows Obama-Biden still ahead of McCain-Palin in the head-to-head among likely voters.

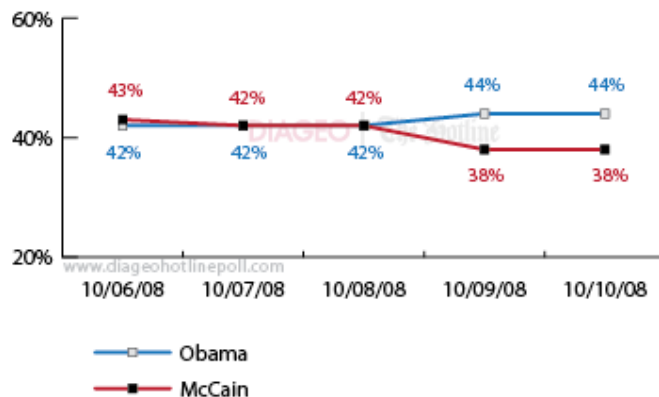
In today's Poll, Obama-Biden is at 48%, McCain-Palin is at 41%, with 7% of likely voters undecided.

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



The economy continues to dominate likely voters' minds, with 67% saying it is the top issue facing the country. In this context, today's Poll shows no change since the October 9 Poll in Obama's advantage over McCain on his perceived performance on the economy (44% to 38%).

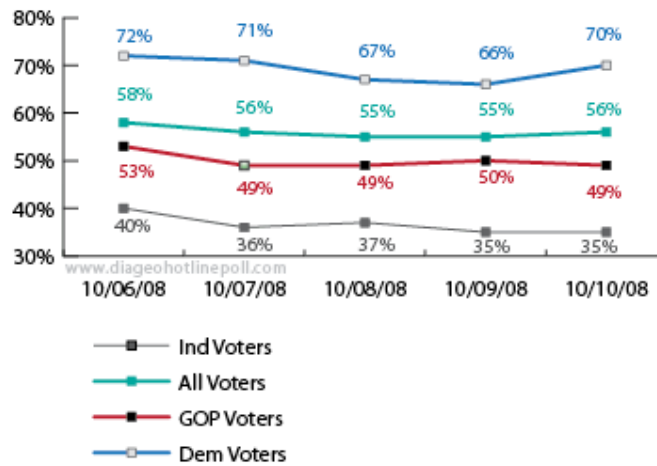
Who would do Best Job Handling the Economy?*



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In terms of reported enthusiasm for their candidates, the Poll shows a slight uptick in enthusiasm among Democratic likely voters since the October 9 Poll, with virtually no change among GOP and Independent likely voters on this measure.

Enthusiastically Support Candidate*



* 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, Monday through Friday. Today's results are based on combined data from Oct 7 to Oct 9, 2008, with n=838 likely voters (margin of error +/- 3.4%).

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