

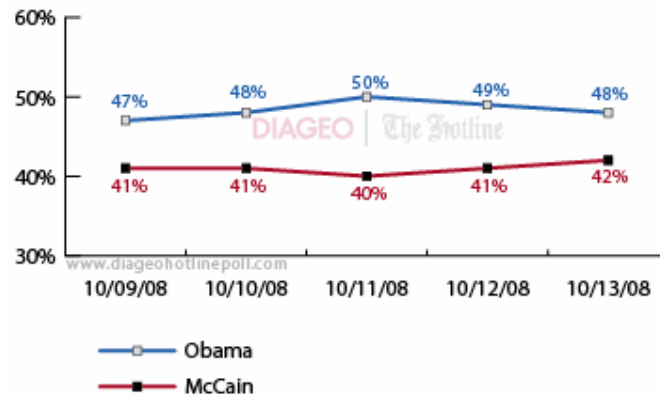
DIAGEO | The Hotline

October 13, 2008

New York, NY – Today's Diageo/*Hotline* Daily Tracker Poll shows Obama-Biden maintaining their lead over McCain-Palin this weekend.

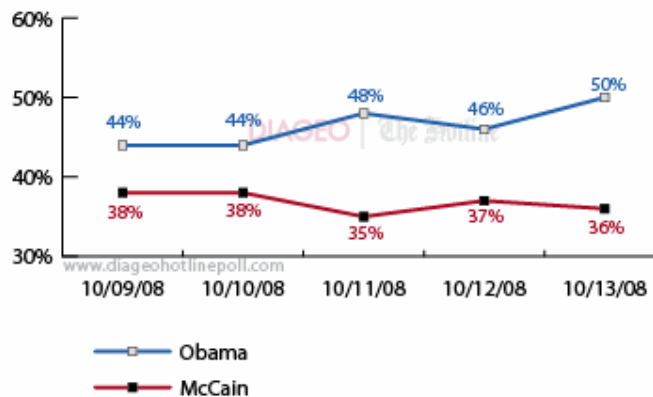
In today's Poll, Obama-Biden is at 48%, McCain-Palin is at 42%, with 6% of likely voters undecided. The number of likely voters reporting to be undecided has been on a steady decline the past week (9% in the October 9 Poll, and 6% in today's Poll).

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



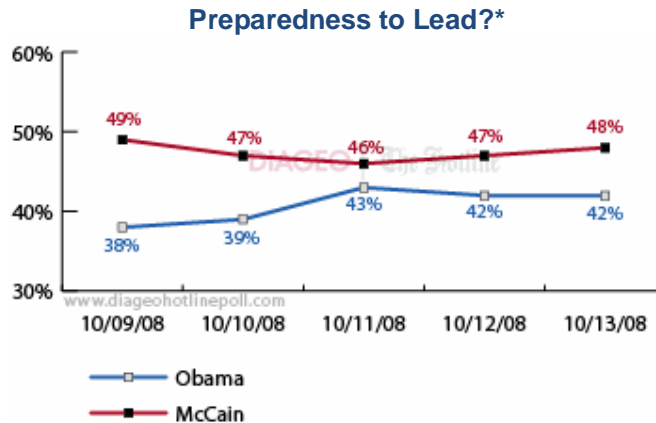
With worldwide markets in turmoil, and the US market still uneasy, the vast majority (65%) of likely voters continue to say the economy is the top issue facing the country. Given that backdrop, today's Poll shows Obama moving forward in his advantage over McCain on perceived performance on the economy, with a 5-point swing since the October 12 Poll.

Who would do Best Job Handling the Economy?*



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In terms of perceived preparedness to lead the country, the Poll shows McCain maintaining his advantage over Obama on this measure. That said, Obama is gradually closing this gap with a 4-point increase since the October 9 Poll.



* 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. Today's results are based on combined data from Oct 10 to Oct 12, 2008, with n=823 likely voters (margin of error +/- 3.4%) and n=904 registered voters (margin of error +/- 3.3%).

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