

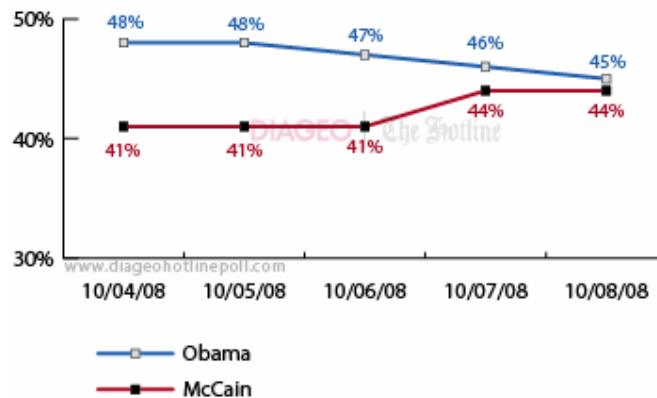
DIAGEO | The Hotline

October 8, 2008

New York, NY – Today's Diageo/*Hotline* Daily Tracker Poll shows a tightening in the Presidential race among likely voters (defined as those voters who say they are "extremely likely" or "very likely" to vote in the upcoming election.)

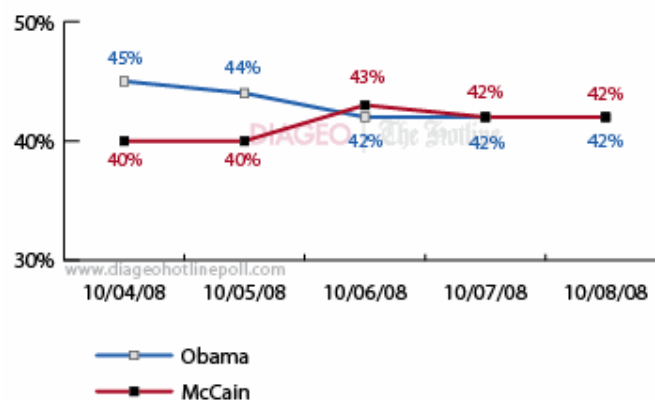
In today's Poll, Obama-Biden is at 45%, McCain-Palin is at 44%, with 9% of voters undecided.

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



With the economy dominating likely voters' minds (62% say it is the top issue facing the country) the Poll shows a complete close in the gap on perceived performance on the economy (42% to 42%).

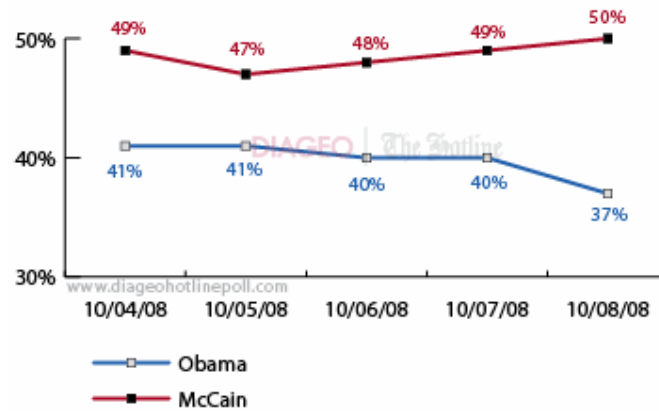
Who would do Best Job Handling the Economy?*



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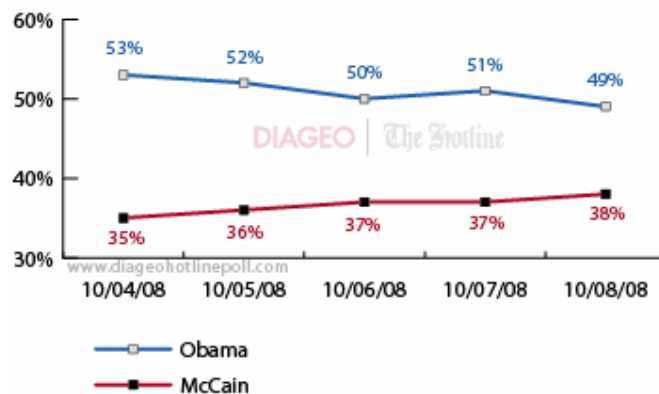
McCain still fares better than Obama in terms of his perceived preparedness to lead, (50% - 37%), with a gradual expansion of the margin since the October 4 Poll.

Preparedness to Lead*



When asked which candidate “better understands the needs and priorities of people like yourself,” Obama still outranks McCain, (49% - 38%), but the margin has been gradually declining since the October 4 Poll.

Better Understands Needs and Priorities*



* 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.

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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. As of October 4, the poll is being conducted via telephone among a random, nationally representative sample of registered, likely voters, age 18 and older. "Likely" voters are determined to be those registered voters who, in response to a question at the beginning of the survey, respond that they are "extremely likely" or "very likely" to vote in the upcoming elections. FD is reporting daily tracking numbers based on no fewer than 900 registered, likely voters nationwide each day up to Election Day. Results will be released daily. Today's results are based on combined data from October 5 to October 7, 2008, with n=904 likely voters (margin of error +/- 3.3%).

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