

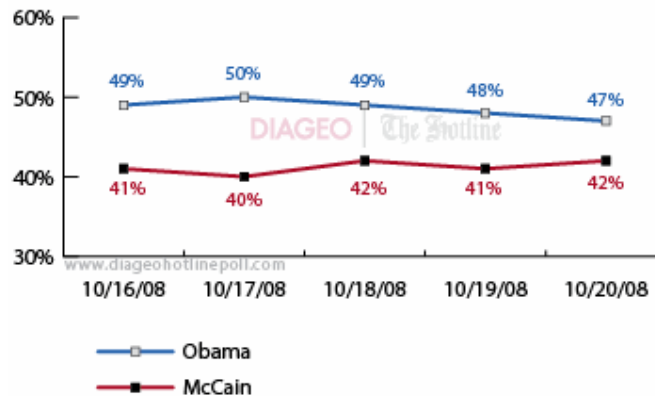
DIAGEO | The Hotline

October 20, 2008

New York, NY – Today's Diageo/*Hotline* Daily Tracker Poll shows that the McCain-Palin ticket has slightly closed Obama-Biden's lead in the head-to-head since last week. Obama-Biden's lead has decreased from 10 points in the October 17 Poll, to 5 points in today's Poll.

In today's Poll, Obama-Biden is at 47%, McCain-Palin is at 42%, with 8% of likely voters undecided.

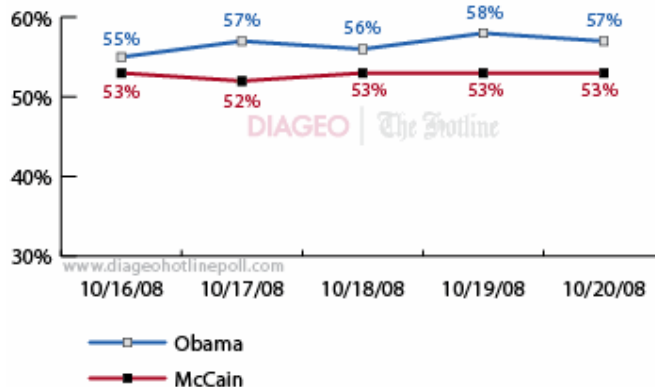
General Election Ballot: McCain-Palin v Obama-Biden*



In today's Poll, there is a 4-point difference in the two candidates' favorability ratings: 53% of likely voters rate John McCain favorably and 57% rate Barack Obama favorably.

Among Independent likely voters, Obama is viewed more favorably than McCain by an even larger margin, (59% - 51%).

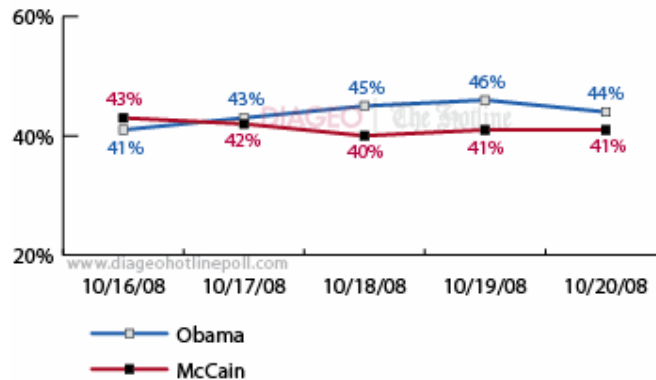
Favorability: Obama v McCain*



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With the vast majority of likely voters saying that the economy is the most important issue facing the U.S. today (67%), Obama continues to perform better than McCain on expected performance on the economy. Today's Poll shows that Obama is maintaining his solid lead over McCain on this issue, (48% - 37%).

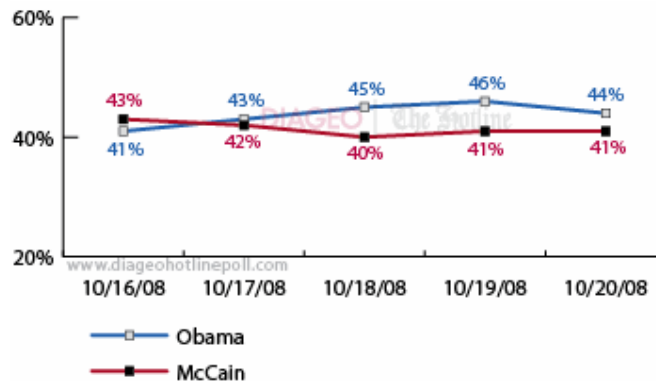
Who would do Best Job Handling the Economy?*



While still within the margin of error, today's Poll shows that Obama has passed McCain on expected performance on America's energy policies, (44% - 41%).

Obama has moved back to a statistical tie with McCain on this issue, as was seen in the October 16 Poll, after a couple days of leading McCain by 5-points.

Who would do Best Job Managing America's Energy Policies?



* data presented in charts based on rolling 3-day average of 780+ 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.

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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 780+ 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 17 to Oct 19, 2008, with n=789 likely voters (margin of error +/- 3.5%) and n=908 registered voters (margin of error +/- 3.3%).

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