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**PRESS RELEASE  
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## **War Room Logistics' Poll Shows Barack Obama leads John McCain by 2.7% in Florida.**

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In a poll of registered voters in the state of Florida, WRL reports Democrat Barack Obama leads Republican John McCain by 2.7% percentage points. (Obama 47.2%:McCain 44.5%)

Obama is leading among Hispanic voters by 10.3% (Obama 50.6%: McCain 40.3%) and African American Voters by 57.3% (Obama 75.3%: McCain 18.0%). Obama is leading among Independent Voters by 4% (Obama 42.6%: McCain 38.6%) and younger voters 17.1% (Obama 54.9%: McCain 37.8%).

McCain leads among White voters by 13.4% (McCain 50%: Obama 36.6%) and voters over 60 years old by 3.3% (McCain 44.2%: Obama 40.9%).

"The race for Florida has tightened considerably in the past 40 days. Florida is now clearly a toss-up, but the momentum is clearly in Democrat Barack Obama's favor," said Alex Patton, Partner of WRL.

### **Methodology**

629 Registered voters in the state of Florida were interviewed in a random sample taken July 7-8, 2008. Respondents were screened for voter registration. All interviews were conducted by telephone surveys with IVR technology. The margin of error for this survey is +/- 4% with a 95% confidence level. [www.warroomlogistics.com](http://www.warroomlogistics.com) is the company's web site, and complete cross tabs are available after web registration.

About War Room Logistics

War Room logistics is a leading provider of market and political intelligence for corporations, media companies, and political organizations and campaigns utilizing IVR technology. Founded in 2007, WRL is located in Gainesville, FL.

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