

DIAGEO | The Hotline

September 9, 2008

New York, NY – The Diageo/Hotline Daily Tracker Poll finds that the Presidential race remains a dead-heat, with 45% of voters supporting the McCain-Palin ticket, 44% of voters supporting the Obama-Biden ticket and 9% of voters undecided.

Presidential General Election, McCain-Palin vs. Obama-Biden, September 6 to 8, 2008

McCain-Palin	Obama-Biden	Undecided
45%	44%	9%

Favorability Ratings for Presidential Candidates and their Running Mates, September 6 to 8, 2008

	McCain	Obama	Palin	Biden
Favorable	57%	55%	47%	47%
Unfavorable	37%	37%	30%	31%

*Ratings for the Candidates on Issues, September 6 to 8, 2008
Who Would Do A Better Job?*

Healthcare		The Economy		National Security		Energy Policies	
McCain	Obama	McCain	Obama	McCain	Obama	McCain	Obama
39%	47%	40%	45%	58%	35%	41%	43%

Enthusiasm Gap Remains. The poll finds that an “enthusiasm gap” remains between supporters of the two candidates, with 55% of McCain-Palin voters and 64% of Obama-Biden voters saying they are “enthusiastically supporting” their candidate.

As a result, among all voters who enthusiastically support their candidates, the Obama-Biden ticket holds a slight 53%-47% edge over the McCain-Palin ticket that is currently within the margin of error. (n=482 registered voters, margin of error +/-4.5%)

To schedule an interview with Ed Reilly, contact Smriti Sateesh at (212) 850-5749 or Smriti.Sateesh@fd.com.

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. The poll is being conducted via telephone among a random, nationally representative sample of registered voters, age 18 and older. FD is reporting daily tracking numbers based on no fewer than 900 registered voters nationwide each day up to Election Day. Results will be released daily, Monday through Friday. Today’s results are based on combined data from Sept 6 to Sept 8, 2008, with n=921 registered voters (margin of error +/- 3.2%).

About Diageo: Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines, and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines. Diageo is a global company, trading in more than 200 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). Celebrating life, every day, everywhere, responsibly. For more information about Diageo, its people, brands, and performance, visit us at www.diageo.com.

About The Hotline & National Journal Group: *The Hotline* is National Journal's daily briefing on politics. National Journal Group Inc. is a leading publisher of magazines, newsletters, books and directories for people who have a professional interest in politics, policy and government. Based in Washington, D.C., National Journal Group Inc. is committed to providing publications and services that are non-partisan, reliable and of the highest quality. www.nationaljournal.com.

About FD: One of the most highly regarded consultancies in the communications industry, FD employs more than 660 staff and advises more than 900 clients worldwide through its hub offices in London and New York, as well as its network of wholly-owned offices in Bahrain, Beijing, Bogota, Boston, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Los Angeles, Manchester, Moscow, Panama City, Paris, San Francisco, Shanghai, Sydney and Washington, DC. With a 20 year history of advising clients in both the private and public sectors, FD's services include financial public relations, capital markets communications, public affairs, crisis and issues management and corporate, business-to-business and business-to-consumer communications. FD is also a market leader in M&A advisory work. FD is structured around specialist sector teams operating on an international basis, covering consumer industries, financial services, basic industries, business services, life sciences & healthcare, media, real estate, technology and telecommunications. FD is a division of FTI Consulting Inc. (NYSE: FCN), the global business advisory firm. For more information, please visit www.fd.com.

About FTI Consulting: FTI Consulting, Inc. is a global business advisory firm dedicated to helping organizations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. With more than 2,400 professionals located in most major business centers in the world, we work closely with clients every day to anticipate, illuminate, and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring. www.fticonsulting.com.