

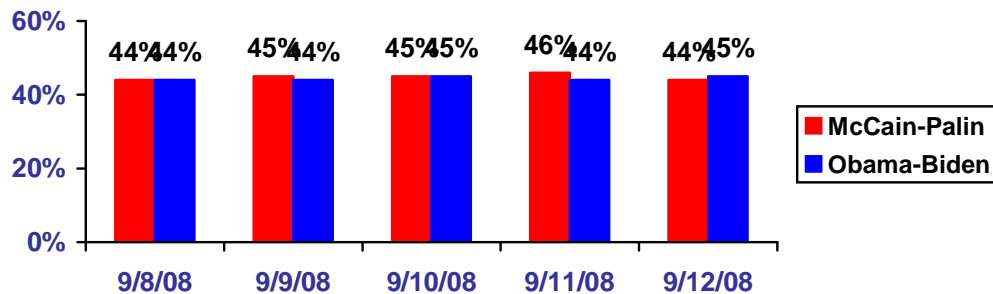
DIAGEO | The Hotline

September 12, 2008

New York, NY – After the completion of its first full week of daily polling, the Diageo/*Hotline* Daily Tracker finds the race for the Presidency to be in a dead-heat, with neither candidate enjoying a clear advantage over the other. The race has remained steady over the week, with neither candidate taking more than a two-point lead.

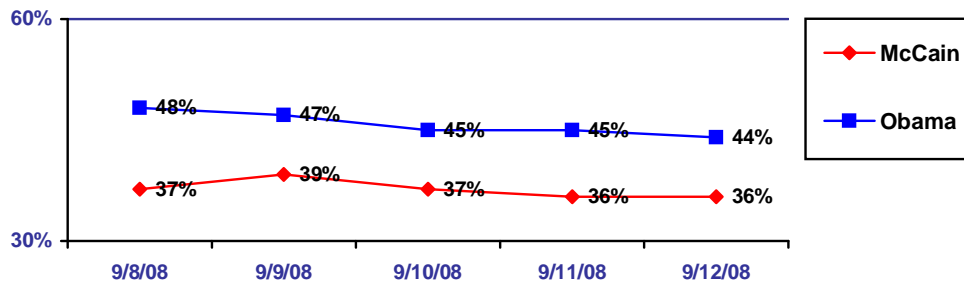
In today's Poll, McCain-Palin is at 44% and Obama-Biden at 45% with 10% of voters undecided.

General Election Ballot: McCain v. Obama*

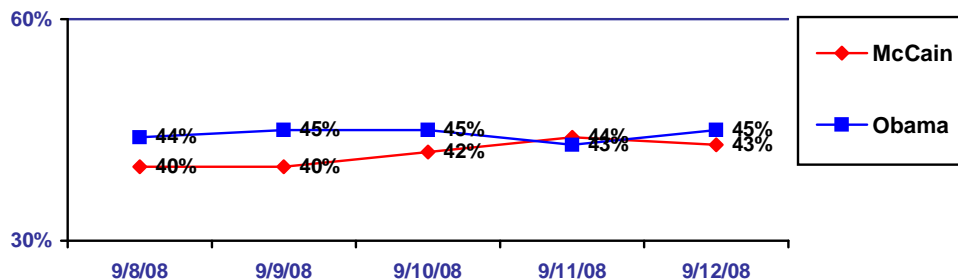


The Poll has shown the most movement in voters' perceptions of the candidates' abilities to handle key issues. While Obama once enjoyed a clear advantage over McCain on most issues, with the exception of national security, the GOP presidential candidate has been able to gradually close the gap on key issues, especially the economy, where the candidates are at parity.

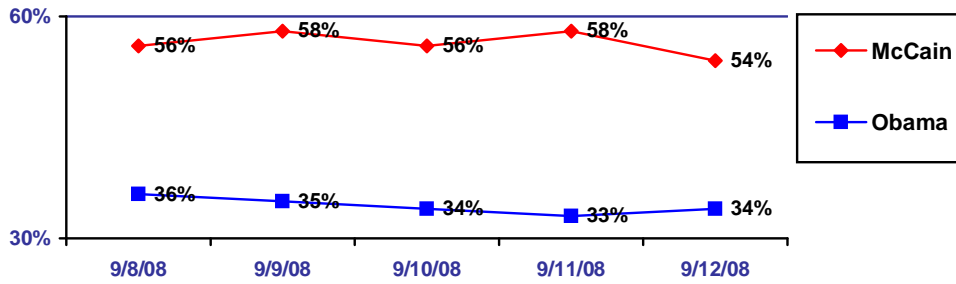
Who would do best handling healthcare?*



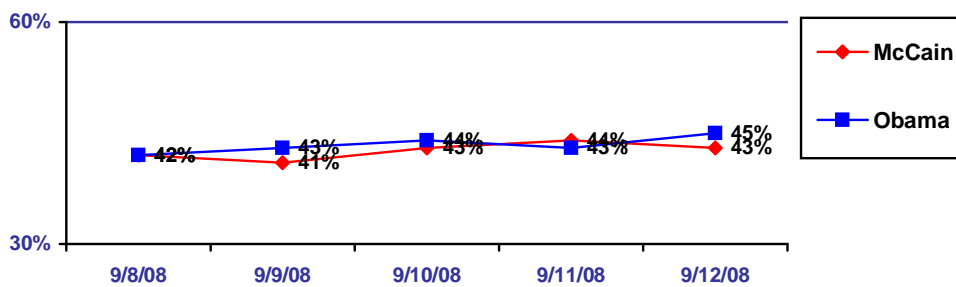
Who would do best job handling the economy?*



Who would do best job handling national security?*

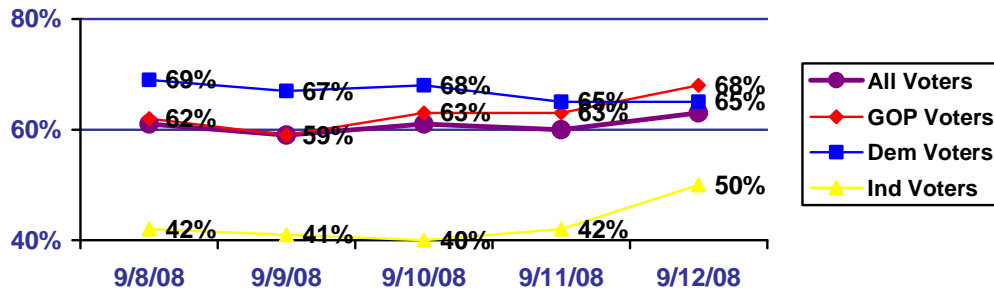


Who would do best job managing energy policies?*



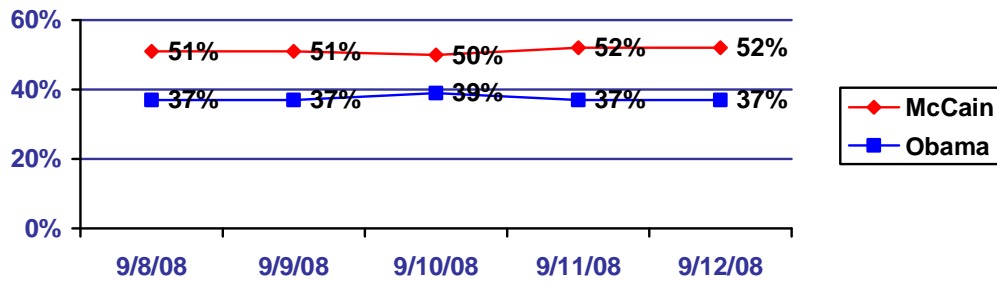
In terms of reported enthusiasm over their candidates, Democrats are largely more inclined to say they are “enthusiastically supporting” their candidate. That said, GOP voters as well as Independents are climbing up in their reported level of enthusiasm for their candidates, thus closing the “enthusiasm gap”.

Enthusiastically Support Candidate*

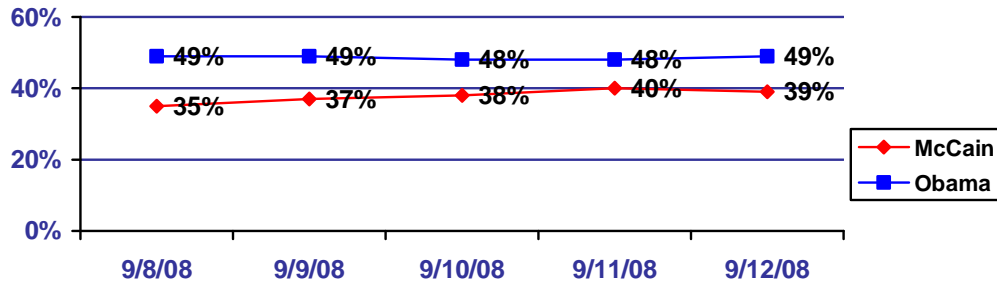


McCain continues to beat Obama in perceptions of his preparedness to lead, while Obama continues to dominate on his perceived ability to better understand “the needs and priorities of people like yourself.”

Preparedness to Lead*



Understands Your Needs and Priorities*



* data presented in charts based on rolling 3-day average of 900+ interviews concluded the previous day.

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 9 to Sept 11, 2008, with n=913 registered voters (margin of error +/- 3.2%).

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