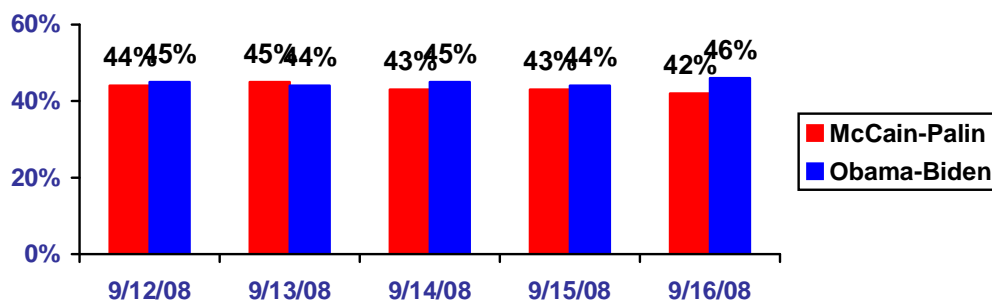


DIAGEO | The Hotline

September 16, 2008

New York, NY – The Diageo/Hotline Daily Tracker Poll finds a slight upturn for the Obama-Biden ticket in the contest for the Presidency. In today's Poll, Obama-Biden is at 46% and McCain-Palin is at 42%, with 10% of voters undecided.

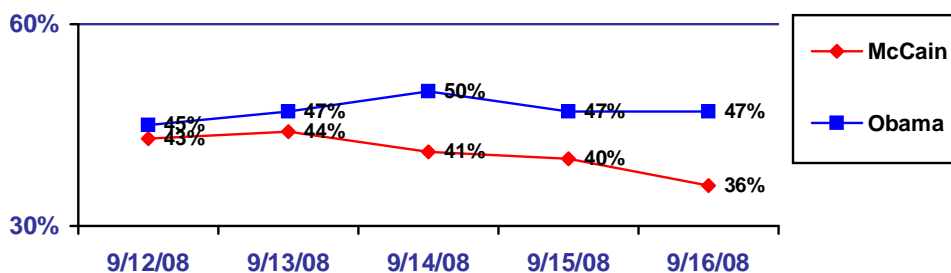
General Election Ballot: McCain-Palin v. Obama-Biden*



Spotlight on the Economy

In the wake of Monday's crisis on Wall Street, voters continue to say that the economy is the top issue facing the country, with a vast plurality (39%) saying this. Obama continues to have an advantage over McCain on his perceived performance on the economy by an 11-point margin, with McCain dropping slightly on his perceived performance since the September 15 Poll.

Who would do best job handling the economy?*

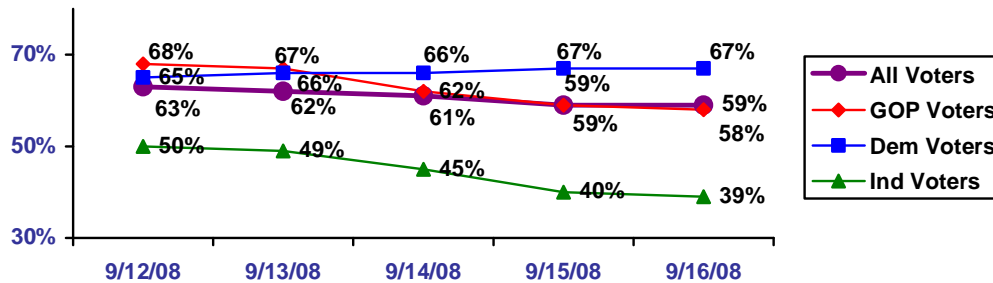


In the head-to-head, Obama-Biden enjoys a solid 9-point lead over McCain-Palin among those who say that the economy is the top issue facing the country (48% - 39%). Obama also enjoys an 8-point lead over McCain in favorability among those who say the economy is the top issue (58% - 50%).

And, among this group of voters, 57% say that Obama "better understands the needs and priorities of people like yourself," compared to 33% saying the same for McCain.

That said, in terms of “preparedness to lead,” among those that say the economy is the top issue, McCain maintains a 9-point advantage over Obama (48% - 39%). The GOP vice presidential candidate, Sarah Palin, fares less well than McCain among voters that say the economy is the top issue, with 44% saying Palin is “prepared” to lead should McCain become unable to, and 54% saying she is “unprepared” to lead.

Enthusiastically Support Candidate*



In terms of reported enthusiasm for their candidates, today's Poll shows that Democratic voters continue to maintain a higher level of enthusiasm for their candidates than their GOP counterparts. The Poll also shows some movement toward Obama among Independents, particularly in perceived performance on key issues, which we are watching closely over the week to determine whether this reflects an actual trend.

* 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 13 to Sept 15, 2008, with n=909 registered voters (margin of error +/- 3.3%).

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