

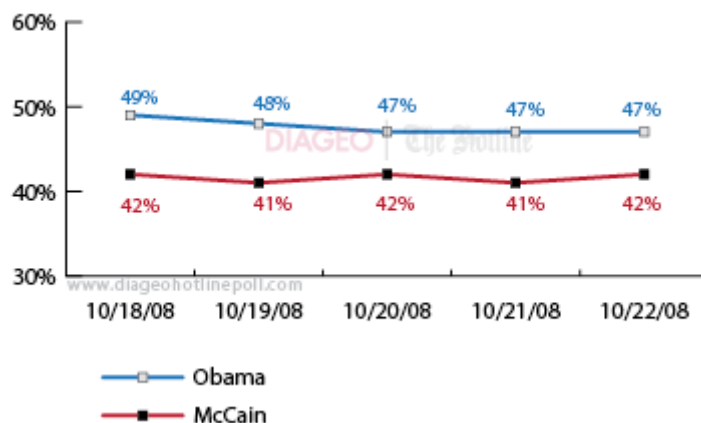
DIAGEO | The Hotline

October 22, 2008

New York, NY – Today's Diageo/Hotline Daily Tracker Poll shows that the Obama-Biden ticket holds a five-point lead over the McCain-Palin ticket among likely voters.

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

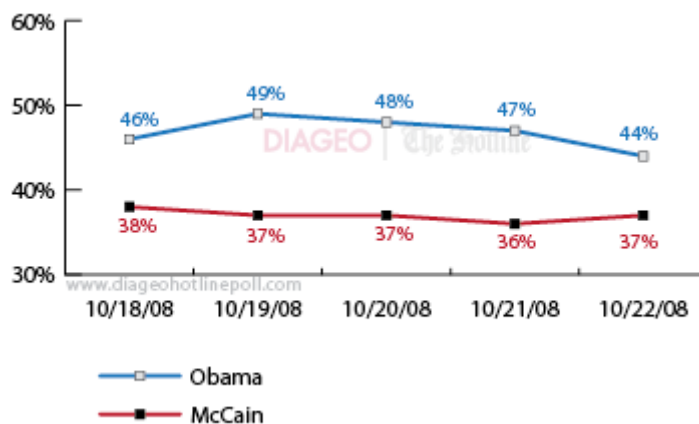
General Election Ballot: McCain-Palin v Obama-Biden*



The poll finds that McCain's narrowing of the gap in recent days has come, in part, due to Independent likely voters. The October 19 Poll shows that Obama leads McCain 44%-33% (+11) among Independent likely voters. Today's Poll find that Obama leads McCain 43%-36% (+7) among Independent voters.

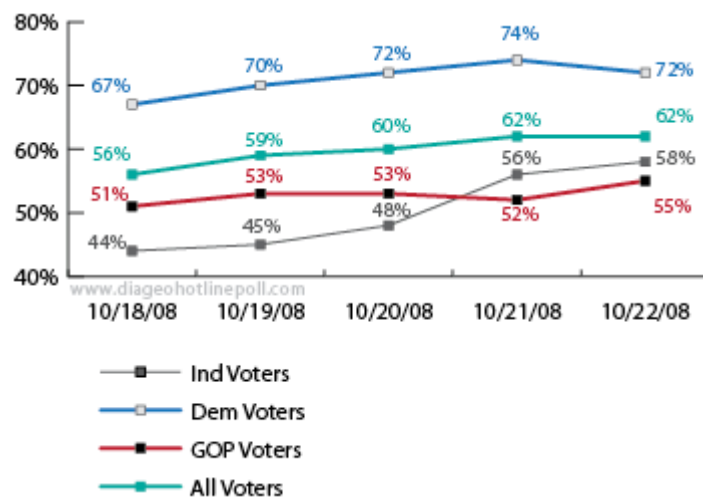
The Poll finds that Obama continues to maintain a lead when it comes to whom voters think would best manage the economy, but Obama's lead has shrunk to seven points.

Who would do Best Job Handling the Economy?*



Today's Poll shows that voters' reported enthusiasm for their candidates continues to rise across party lines among likely voters. While Democratic voters' enthusiasm is considerably higher than those of all voters or other partisan stripes, most notably, the Poll finds the enthusiasm of Independent likely voters to be higher than that of Republican likely voters.

Enthusiastically Support Candidate*



* 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.

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 19 to Oct 21, 2008, with n=782 likely voters (margin of error +/- 3.5%) and n=903 registered voters (margin of error +/- 3.3%).

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