

DIAGEO | The Hotline

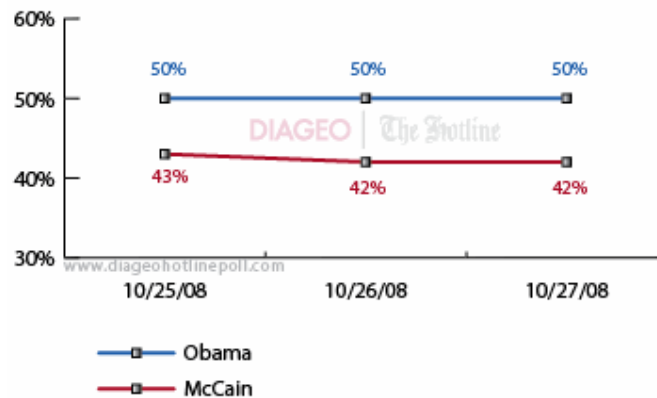
October 27, 2008

New York, NY – Today's Diageo/*Hotline* Daily Tracker Poll shows the Obama-Biden ticket maintaining its lead over McCain-Palin among likely voters, which includes those voters who have already voted early or absentee.

In today's Poll, Obama-Biden is at 50%, McCain-Palin is at 42%, and 5% of likely voters are undecided.

Among Independent likely voters, Obama-Biden's has a 12-point lead over McCain-Palin, (48% - 36%).

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



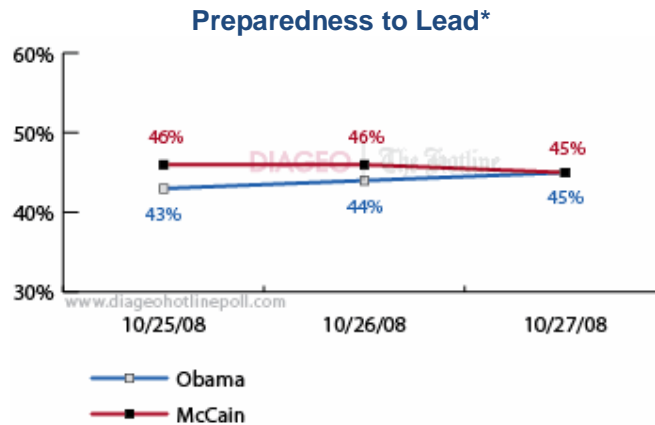
Spotlight on Absentee & Early Voters

As part of the Poll's Likely Voter sample, the Diageo/*Hotline* Daily Tracker Poll has been keeping track of those voters who have already cast early or absentee ballots. Specifically, today's Poll finds that 15% of voters have already voted, and among those voters, Obama leads McCain 48% - 46%.

Candidate Qualities

In terms of preparedness to lead, Obama has completely closed in on McCain's lead, (45% - 45%).

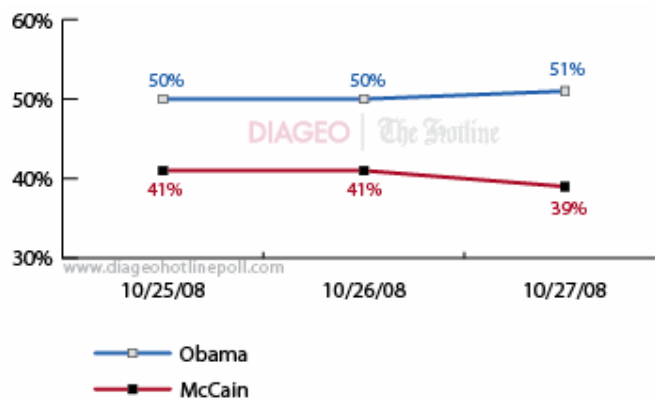
Among Independent likely voters, the two candidates are also at par with one another in terms of preparedness to lead, (40% - 40%).



Obama has slightly expanded his lead over McCain in terms of expected performance on the economy, (51% - 39%).

Among Independent likely voters, Obama's lead over McCain on this issue is significantly wider at 28 points, (54% - 26%).

Who would do Best Job Handling the Economy?*



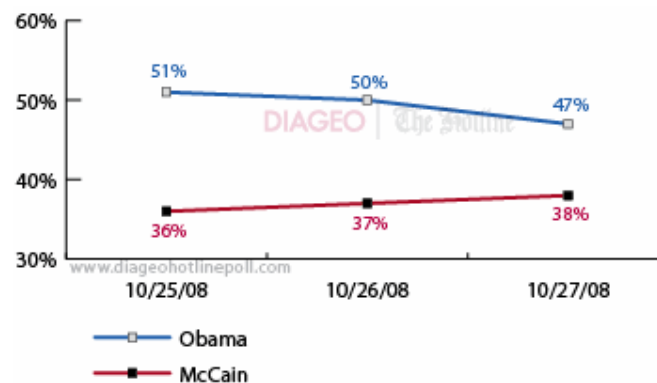
DIAGEO | The Hotline

While Obama is still ahead of McCain in terms of expected performance on America's energy policies (47% - 38%), today's Poll shows that the Republican presidential candidate is slightly closing in on his Democratic counterpart's lead.

The gap between the two candidates has closed by 6 points, from a 15-point difference in the October 25 Poll to a nine-point difference in today's Poll.

Again, among Independent likely voters, Obama's lead over McCain on this issue is even wider, (50% - 33%).

Who would do Best Job Managing America's Energy Policies?*



* data presented in charts based on rolling 3-day average of 800+ 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. Results are released daily. As of the October 25 Poll, in light of the increasing proportion of the population that has reported to be early or absentee voters, FD has decided to include those defined as "voters who have indicated they are extremely likely to vote, very likely to vote or have already voted absentee or early" in the likely voter sample. Today's results are based on combined data from Oct 24 to Oct 26, 2008, with n=879 likely voters (margin of error +/- 3.3%) and n=912 registered voters (margin of error +/- 3.2%).

DIAGEO | The Hotline

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 750 staff and advises more than 1000 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, Brussels, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Los Angeles, Manchester, Melbourne, 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 3,000 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.