

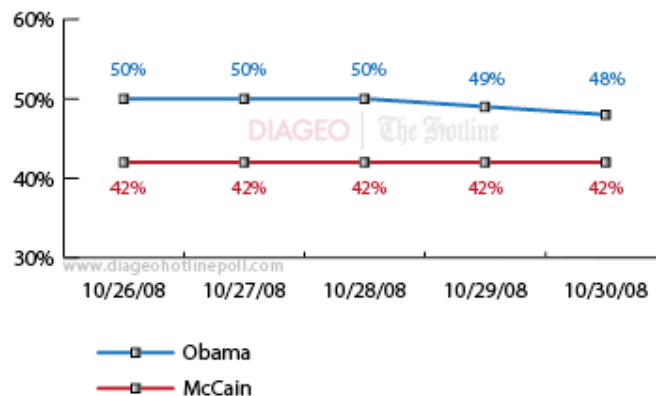
DIAGEO | The Hotline

October 30, 2008

New York, NY – With only a few days remaining until Election Day, today's Diageo/*Hotline* Daily Tracker Poll shows the Obama-Biden ticket maintaining its lead over McCain-Palin among likely voters.

In today's Poll, Obama-Biden is at 48%, McCain-Palin is at 42%, and 6% of likely voters are still undecided.

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



Today's Poll shows that 19% of voters have already voted, and among those voters, Obama-Biden leads McCain-Palin by 19 percentage points, (55% - 36%).

Enthusiasm

Today's Poll shows that 60% of likely voters are supporting their candidate enthusiastically, and that Democrats remain more enthusiastic about their candidate than Republicans by a 21-point margin, (71% for Democrats, 50% for Republicans).

The Poll also shows that black likely voters are significantly more enthusiastic about their candidate than white likely voters, (80% of black likely voters say they "will vote enthusiastically" for their candidate, 58% of white likely voters say the same). In addition, likely voters in the 18-29 age group report less enthusiasm about their candidate (53% say they will "vote enthusiastically") than likely voters in the 55-64 age group (63% say they will "vote enthusiastically") and likely voters who are over 65 years of age (65% say they will "vote enthusiastically").

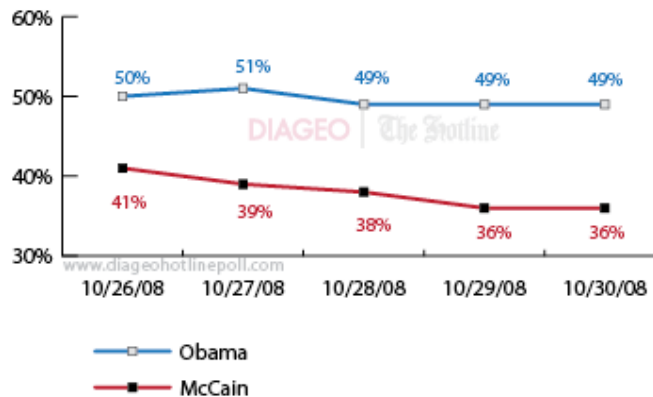
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Issues/Preparedness

In terms of expected performance on the economy, the Poll shows Obama maintaining his lead over McCain, which has increased from a 9-point gap in the October 26 Poll, to a 13-point difference in today's Poll, (49% - 36%).

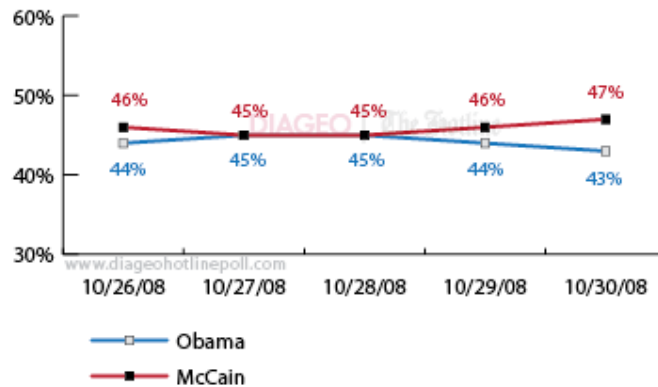
Further, among those who cite the economy as the most important issue facing the country (59%), Obama-Biden leads McCain-Palin by 17 points, (53% - 36%).

Who would do Best Job Handling the Economy?*



Today's Poll shows that McCain has re-gained ground in terms of perceived preparedness to lead, (47% - 43%). The two candidates were at parity on this measure in both the October 27 and 28 Polls.

Preparedness to Lead*



* 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.

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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 27 to Oct 29, 2008, with n=869 likely voters (margin of error +/- 3.3%) and n=905 registered voters (margin of error +/- 3.3%).

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