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Obama Widens His Lead, According to Latest CNN/Opinion Research Corporation Poll

PRINCETON, NJ – October 7, 2008 - According to the latest CNN/Opinion Research Corporation poll, Democratic Presidential candidate Barack Obama has increased his lead over Republican candidate John McCain to 8 points, 53% v. 45%, among likely voters. This is twice a 51% to 47% Obama lead in a similar poll conducted September 19-21, 2008. The most recent CNN/Opinion Research Corporation Poll was conducted October 3-5, 2008 by Opinion Research Corporation (an *infoGroup* Company, NASDAQ:IUSA – News).

Sixty-eight percent (68%) of respondents had confidence in Obama's ability to handle financial crisis compared to 50% who were confident in McCain. Confidence in Obama's ability to handle financial crisis was also higher than for Democrats in Congress (57%); Federal Reserve Board Chairman Ben Bernanke (57%); Treasury Secretary Henry Paulson (52%); Republicans in Congress (43%); and President Bush (26%).

The CNN/Opinion Research Corporation Poll was conducted by Opinion Research Corporation on October 3-5, 2008, which interviewed 1,006 adult Americans by telephone. The margin of sampling error for results based on the total sample is plus or minus 3.0 percentage points. The sample also includes 919 interviews among registered voters (plus or minus 3 percentage points) and 694 interviews among likely voters (plus or minus 3.5 percentage points).

About Opinion Research Corporation

Founded in 1938, Opinion Research Corporation, an *infoGroup* company, helps its clients grow their business by leveraging the insights of market research. The firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit www.opinionresearch.com.

About *infoGroup*

infoGroup (www.infoGroup.com), founded in 1972, is the leading provider of business and consumer databases for sales leads & mailing lists, database marketing services, data processing services and sales and marketing solutions. *infoGroup* has the most comprehensive data in the industry, and is the only company to own 12 proprietary databases under one roof. The *infoGroup* database powers the directory services of the top Internet traffic-generating sites. Nearly 4 million customers use *infoGroup*'s products and services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes. *infoGroup* headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127 and can be contacted at (402) 593-4500. To learn more about Sales Leads, click www.infogroup.com.

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