



Press Release

United Technologies Wins Best Corporate Advertising by IR Magazine Collaboration with DDB Wins Industry Recognition

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Location Chicago

FOR IMMEDIATE RELEASE

United Technologies Corp. (NYSE: [UTX -News](#)) won IR Magazine's "Best Corporate Advertising" award for the company's latest ad campaign designed by DDB New York. UTC beat out General Electric, Aflac and Allstate, competitors whose investments in media far outweighed the funding allocated for UTC's award-winning campaign.

UTC's cross section campaign, launched in September 2006 with the tag line "You can see everything from here," is designed to spark investor curiosity in the UTC brand with technically sophisticated, yet inviting drawings and compelling facts about UTC and its innovative technologies. The campaign continues to run in print, out-of-home, online and radio, and is further complimented by a unique microsite at <http://www.utc.com/curious> .

"UTC is a great company that deserved an ad campaign that could deliver a deeper, richer message to our audiences," said Nancy T. Lintner, UTC's vice president, communications. "Our challenge, in partnership with DDB New York, was to motivate people to discover the incredible substance of UTC through our products and financial performance. The award is a tribute to the teamwork of UTC's advertising and investor relations teams with DDB New York."

"We are thrilled for both the DDB team and our partners at UTC that this work has been recognized amid very tough competition," said Lee Garfinkel, DDB New York chairman and chief creative officer.

Investor Relations Awards



IR Magazine award nominees are selected by sell-side analysts, buy-side analysts, portfolio managers and retail investors in the largest investor perception study of its kind in North America. The 2007 U.S. survey interviewed more than 1,700 investment professionals and 1,200 retail investors at more than 1,600 companies in 19 awards categories. The independent research was conducted in December 2006 and January 2007 by Erdos & Morgan. Read more about the contest and winners in IR Magazine's June issue.

About UTC

United Technologies Corp., based in Hartford, Connecticut, is a Dow Jones Industrial company that provides a broad range of high technology products and support services to the building systems and aerospace industries worldwide. UTC's business units are Otis, Carrier, Pratt & Whitney, Sikorsky, Hamilton Sundstrand, UTC Power and UTC Fire & Security. Fortune Magazine has ranked UTC as a "Most Admired" company every year since 2001 based on criteria including social responsibility, innovation and financial performance.

About DDB

DDB New York is the flagship office of the DDB Worldwide network with a blue-chip roster of clients including Cotton Inc., Diet Pepsi, Exxon-Mobil, Johnson & Johnson, Lipton, Merck, Philips, Subaru and Unilever. Creatively centered on the principles of its founder, Bill Bernbach, DDB New York adheres to the belief that "at the heart of an effective creative philosophy is the belief that nothing is so powerful as an insight into human nature."

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