

## **Ally Launches 30 Days of Financial Literacy**

**DETROIT, April 1, 2013** -- In celebration of Financial Literacy Month, Ally Financial will launch its "30 Days of Financial Literacy" initiative featuring more than 30 personal finance classes throughout the month of April as well as daily personal finance tips on Twitter at @Ally.

"Ally has had a longstanding commitment to promoting financial education and launched its first financial literacy program in 2002. Understanding the key concepts of budgeting, credit and saving can have an important impact on a consumer's overall financial health," said Gina Proia, Ally chief communications officer and head of community relations. "During the 30 Days of Financial Literacy, we are pleased to offer consumers free access to key financial information that can assist in creating a budget, improving your credit and financing a vehicle."

Ally will host more than 30 Wallet Wise sessions across the U.S. throughout the month of April. Wallet Wise is a free financial education program that teaches consumers the basics of personal finance. It offers community-based, in-person sessions, as well as online courses through [www.allywalletwise.com](http://www.allywalletwise.com), covering the basics of budgeting, credit, banking and investing, and automotive financing. In 2012, Ally Wallet Wise provided more than 2,200 financial literacy courses to more than 18,000 consumers.

Consumers can find additional financial literacy information online by following @Ally on Twitter for a series of daily tips throughout the month, in addition to its regular #WalletWiseWednesdays tips campaign.

To further demonstrate Ally's commitment to financial education, Ally employees are teaming with local Junior Achievement chapters to help bring financial literacy into the classroom. These volunteer-delivered, kindergarten through 12th grade programs foster work-readiness, entrepreneurship and financial literacy skills, and use experiential learning to inspire students to dream big and reach their potential. Ally is also providing grants to Junior Achievement programs across the U.S. to further support financial literacy outreach.

For more information about Ally Wallet Wise and a complete list of Wallet Wise classes in your area, visit [www.allywalletwise.com](http://www.allywalletwise.com).

### **About Ally Financial**

Ally Financial Inc. is a leading automotive financial services company powered by a top direct banking franchise. Ally's automotive services business offers a full suite of financing products and services, including new and used vehicle inventory and consumer financing, leasing, inventory insurance, commercial loans and vehicle remarketing services. Ally Bank, the company's direct banking subsidiary and member FDIC, offers an array of deposit products, including certificates of deposit, savings accounts, money market accounts, IRA deposit products and interest checking. Ally's Commercial Finance unit provides financing to middle-market companies across a broad range of industries.

With approximately \$182.4 billion in assets as of Dec. 31, 2012, Ally operates as a bank holding company. For more information, visit the Ally media site at <http://media.ally.com> or follow Ally on Twitter: @Ally.

### **Contact:**

Jacquelyn Johnson

[Jacquelyn.johnson@ally.com](mailto:Jacquelyn.johnson@ally.com)

1-646-781-2544

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